

# **REDDING GENERAL PLAN**

**25 YEAR COMPREHENSIVE PLAN**

**10 YEAR CITY IMPROVEMENTS PLAN**

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**Adopted by City Planning Commission, June 23, 1970**

**Adopted by City Council, September 8, 1970**



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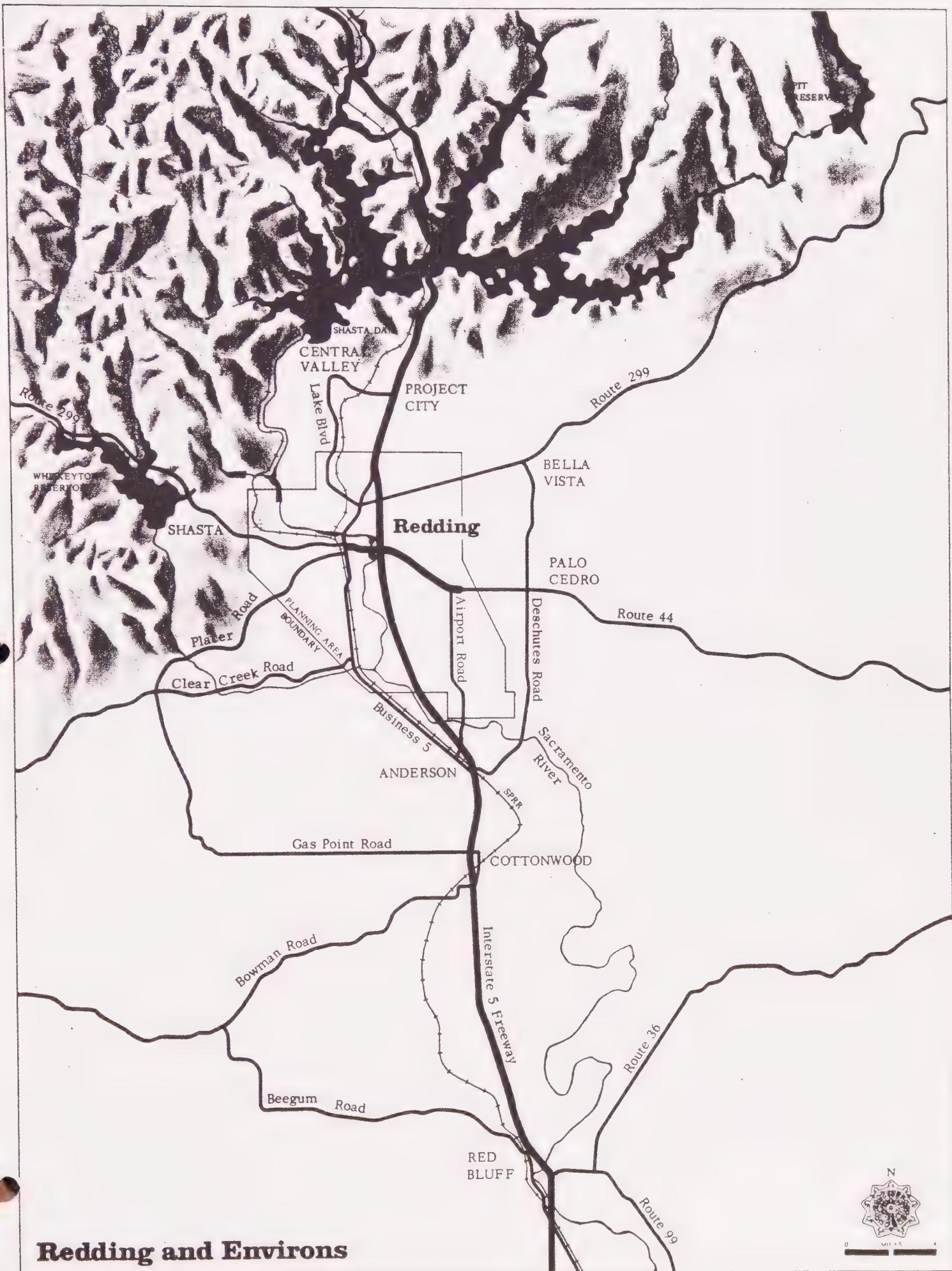
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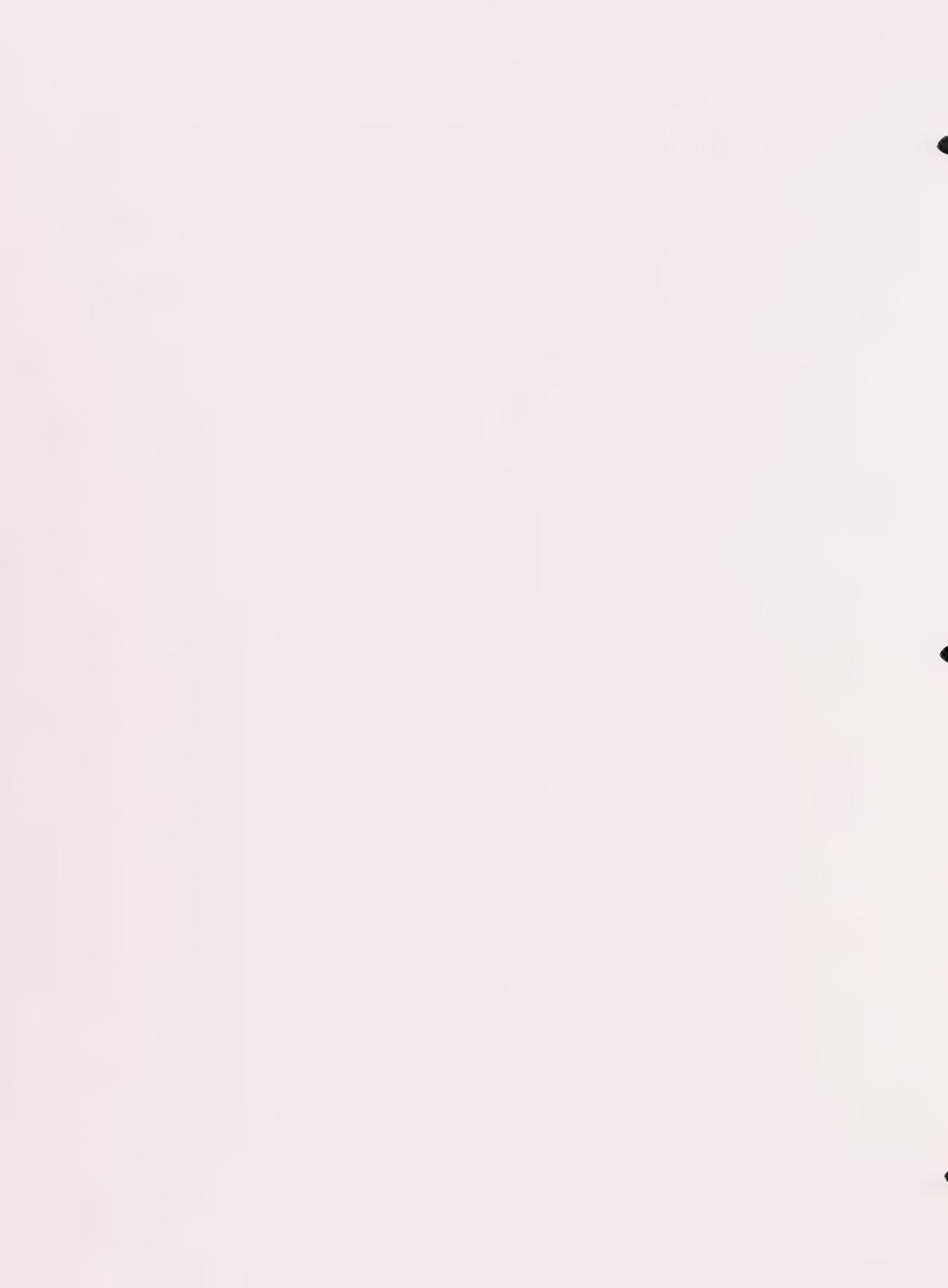


## Redding and Environs









## CURRENT CONDITIONS AND FUTURE TRENDS

### THE REDDING PLANNING AREA

#### HISTORY

Redding long has been the most northerly crossroads in California, the meeting place of east-west and north-south travel. Because of its location where the Central Valley meets the mountains, Redding has developed as the most important transportation hub north of Sacramento. Its locational advantages and the natural transportation routes into surrounding counties have made Redding the marketing and office center for north central and northeastern California, and today it serves as regional headquarters for a host of businesses and government agencies. Major recreation areas that surround Redding make it a logical stopover point for vacationers, as well as for business travelers.

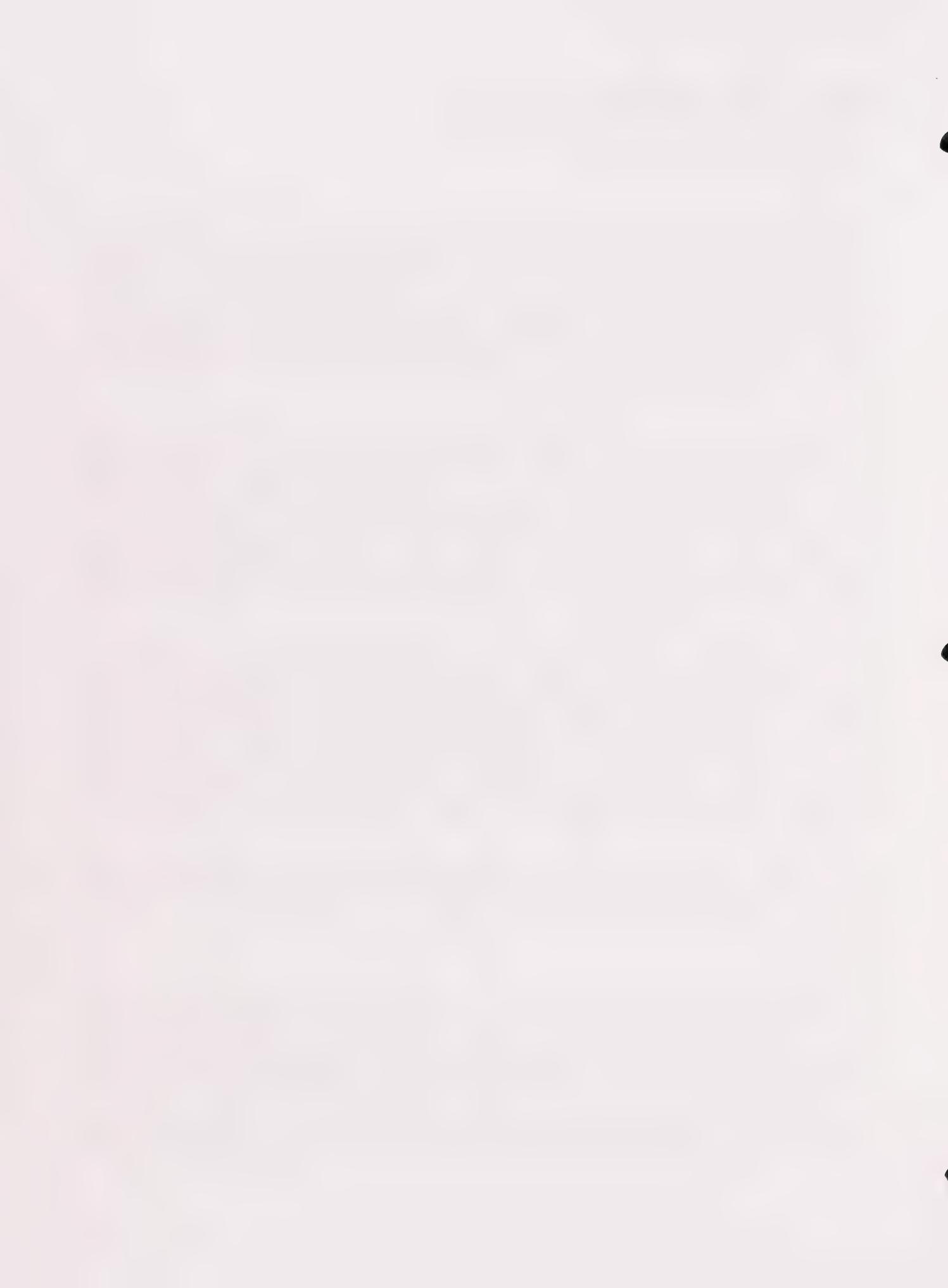
The Redding townsite was founded in 1872, when the California and Oregon Railroad, building northward through the Sacramento Valley, established its terminus there. The new town soon surpassed the town of Shasta, about six miles west, as shipping and marketing activities moved to the end of the track. Redding's dominance continued even after the northerly extension of the railroad 12 years later, and was enhanced by the move of the county seat from Shasta to Redding in 1884. The City was incorporated in 1887. Extensive mining activities nearby augmented the new community's prosperity, reaching a peak shortly after the turn of the century when there were 14 mines in the area, and several smelters. The minerals wealth included copper and related metals and gold.

Following the decline of mining's importance, the Redding area lapsed into a period of slow economic growth until it was stimulated by construction of the mammoth Shasta Dam, which began in 1938 and continued throughout the subsequent war years. The postwar building boom fostered a renewed spurt of lumbering activity, and this became the area's leading industrial employer. Lumber-based industry continues to be the major growth stimulus, but tourism and recreation comprise an increasingly important part of the region's economic base. This newest "industry" centers on the area's man-made lakes - Shasta, Engle, and Whiskeytown - and is enhanced by other nearby recreational opportunities in the Trinity Alps, at Lassen Volcanic National Park, and on Mount Shasta.

In recent years renewed interest in mining has developed. Iron Mountain, west of Keswick Dam, holds potentially valuable deposits of pyrite and copper sulfides, and limestone resources south of Shasta Lake supply a cement plant at Central Valley.

#### PHYSICAL SETTING

The planning area occupies the northern tip of California's great Central Valley, where the Sacramento River emerges from the mountains to begin its slow, meandering course to the ocean. Flat, fertile bottom lands along the River are flanked by higher, rolling table land which graduates into the foothills of the mountain rim that surrounds Redding on the west, north, and east. The varied terrain and the ever-present view of the mountains, with Shasta and Lassen in the background, provides a uniquely dramatic setting that is to be envied by flat land communities. The broad Sacramento River, tamed of much of its fury by Shasta and Keswick Dams, flows through the area giving it a sense of location, from and geographical distinction.



Elevations range from about 400 feet in the lowlands adjoining the River near Anderson to over 1,200 feet on the hilltops in the western part of the planning area. East of the River, land generally is flat and is broken only by the courses of Churn, Clover, and Stillwater Creeks. The Churn Creek Bottom, lying between the River and Churn Creek, has excellent soils, but agriculture here has declined as large parcels have been split for rural homesites and small "weekend farmers" estates. It is unlikely that much agriculture will remain, in the face of increasing land values and continued home construction. East of Churn Creek, soils are generally poor for farming, although growing of strawberry plants is practical north of the Municipal Airport. West of the River, the flatter lands are suitable for cultivation, but there the pattern of urbanization is firmly set, and the few remaining farms merely constitute holding uses until the time the land is ripe for development.

With few exceptions, soils in the rest of the planning area are rocky with considerable amounts of red loam. Subsurface drainage is poor, and the land principally supports manzanita, scrub vegetation, and smaller trees. During the winter months much of the land is suitable for grazing.

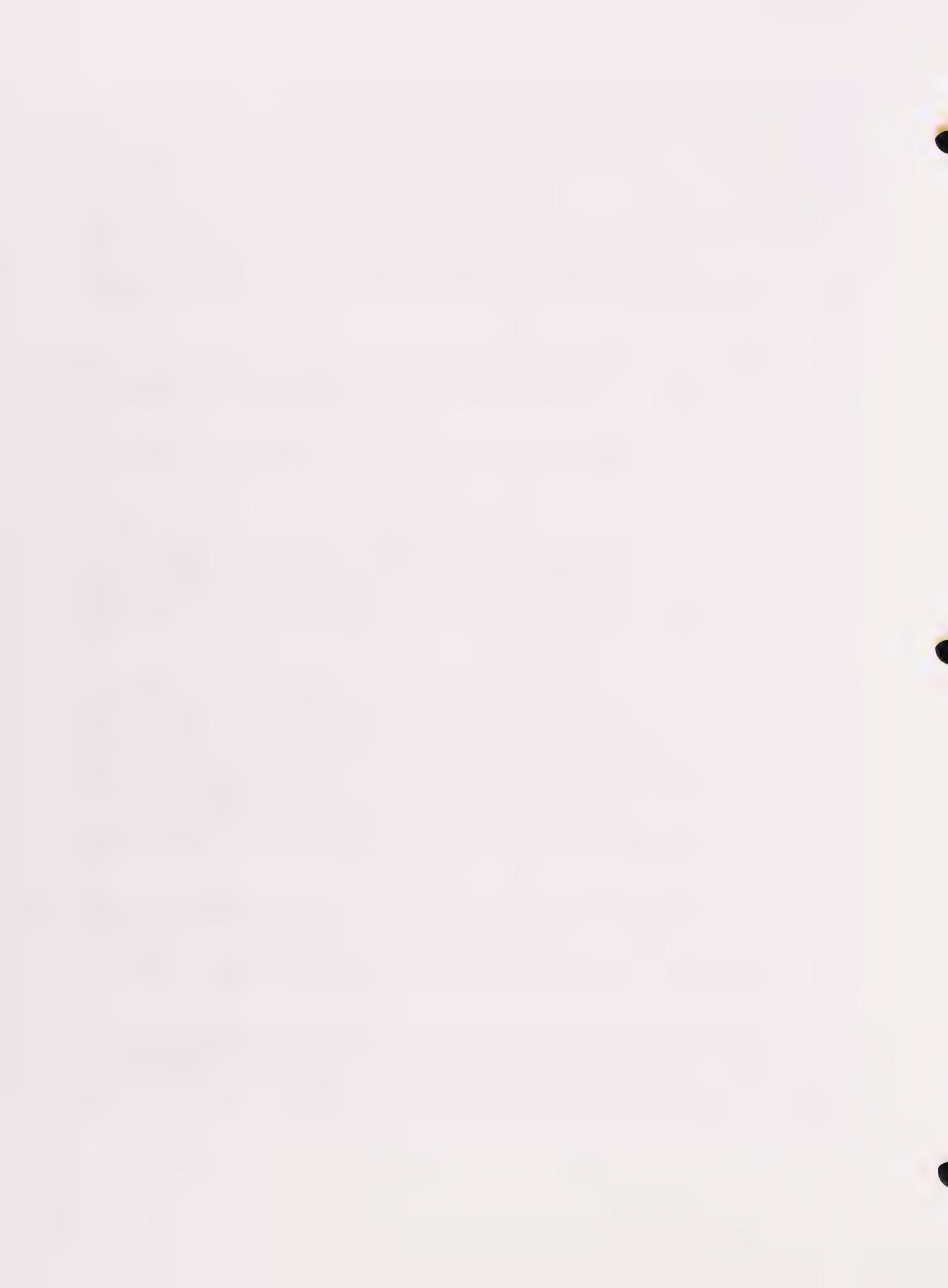
The higher terrain along the western edge of the planning area is intersected by local creeks that have carved deep ravines and lesser gullies, ranging from a few feet to as much as a 200-foot drop.

Oregon Gulch and Canyon Hollow are typical. Similar land forms are found north of the River in the Buckeye area. The steep side slopes of these ravines, many exceeding 30 percent, are undevelopable; but they have the potential of providing trail locations and visual open space that will become increasingly valuable as the area urbanizes. At the same time, the ravines tend to increase street and utility construction costs and to foster a scattered development pattern that increases the cost of providing urban services.

The northeast portion of the planning area contains large undeveloped areas with undulating terrain. Drained by Churn Creek and Stillwater Creek and their tributaries, the area has fine potential for residential development provided that there is sufficient demand for homesites to justify the relatively high costs of extending roads and utility services. The scattered development pattern found throughout the planning area suggests that much of the future growth will occur in areas now only partially developed before the outlying sectors become urbanized. However, the desire of many for a rural home setting or a particularly appealing view probably will continue to cause scattered development and a sharp upturn in housing demand could stimulate the subdivision of outlying areas, despite higher development costs.

Several quarrying and rock-crushing operations utilize gravel deposits along the Sacramento River. When the quarries become exhausted, these sites could be used for riverfront parks or other open spaces. Turtle Bay, now being developed as a City park, was a prime source of construction materials for Shasta Dam. Because of potential flooding, these lands are not suitable for development.

Other low lying lands along the Sacramento River also are subject to flooding during infrequent periods of maximum water release from Shasta Dam. These areas are unsuited for urban use, but could continue in agriculture or could be developed for recreational activities such as golf courses, where occasional high water would not cause serious damage.



## CLIMATE

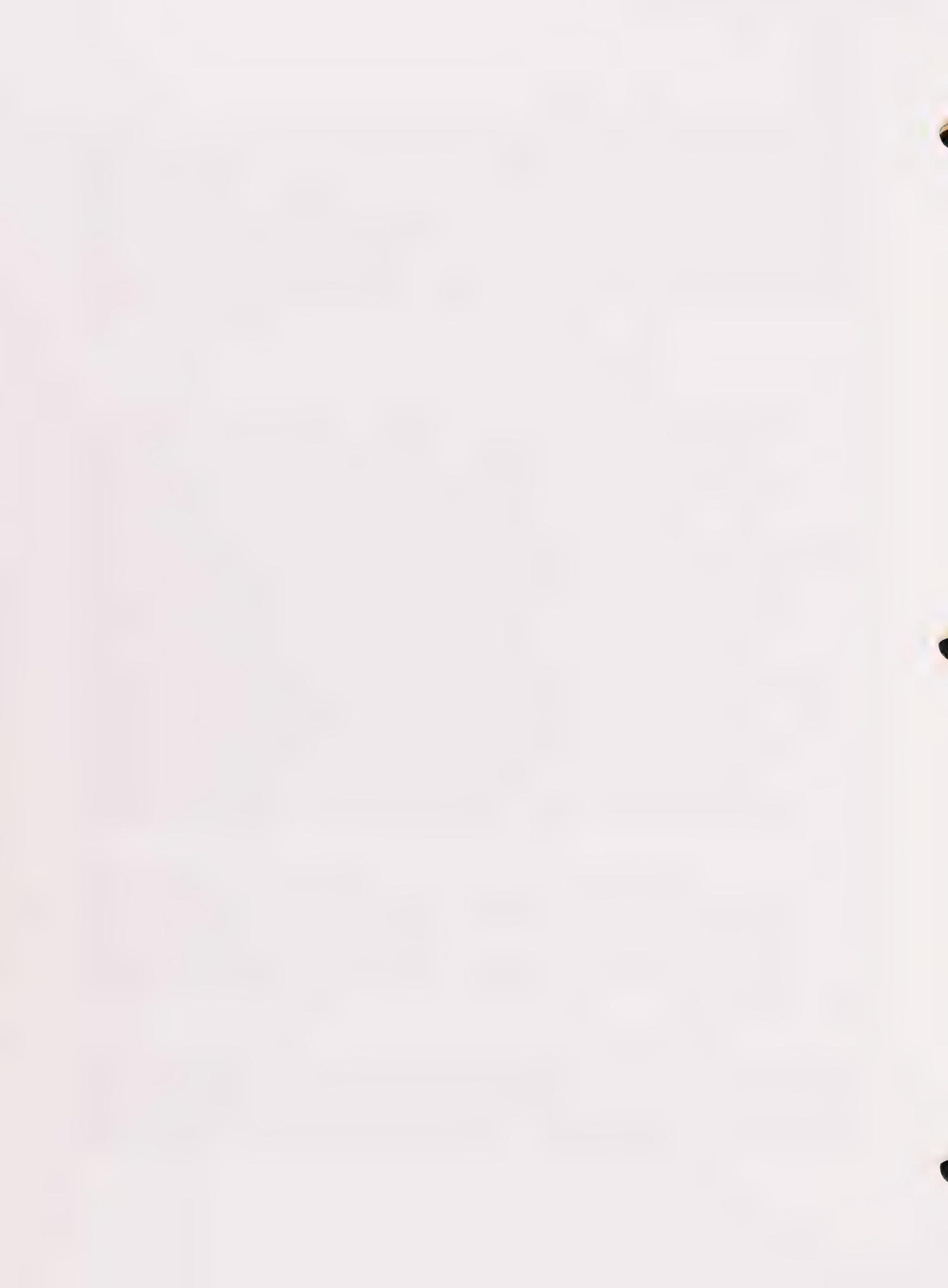
Redding enjoys a moderate climate with warm summers and mild winters. Summer temperatures rise above 100 degrees an average of 39 days per year, but discomfort is alleviated by relatively low humidity. In winter, temperatures fall below freezing an average of 27 days, from November through March. About two-thirds of the rainfalls occurs between December and March, and another 15 percent from April until June. Rainy days average 80 per year; average annual precipitation is 38.6 inches. Snowfall is infrequent, seldom lasting more than 24 hours. The heavy snowfall in late December 1968 could fairly be termed a climatological freak. Winds, predominately from the northwest or the southeast, are gentle, with velocities over 16 miles per hour occurring only 5 percent of the time. Clear weather predominates about 200 days each year.

## CENTRAL REDDING AND SOUTH REDDING.

Central Redding contains the planning area's commercial and office core, its major public facilities, and most of its older residential districts. Spreading outward from the original townsite astride the railroad, in a gridiron pattern typical of the time, Redding grew north and east to the edge of the bluff that borders the Sacramento River, south along the highway and railroad spine, and west into the hills and gullies. Extension of the early street pattern across the ravines created unusable lots and "paper" streets that remain undeveloped today. After World War II, subdivision activity expanded into the lower elevations along the Anderson-Cottonwood Irrigation District's canal, and scattered developments sprang up in the Live Oak-Bonnyview area to the south and along ridge tops in the western part of the planning area. Also to the south the old principal traffic artery, old Highway 99, became a commercial strip lined with an assortment of motels, truck stops and service stations, industrial and distribution establishments, and local retail services. Unfortunately, residential construction was mixed with these highway oriented uses. The negative impact of commercial development caused the residential properties to become undesirable, while at the same time there was not sufficient demand for commercial expansion to replace them. Despite the noise and disruption of ever-increasing through traffic on Highway 99, downtown Redding continued to develop as a strong retail core and office center. In the last decade, a spurt of motel construction, both north and south of the core, has further contributed to the downtown's vitality. Expansion of County government offices and Mercy Hospital, both west of the railroad, has promoted office construction along Court and West Streets, displacing old residential uses.

Downtown remains an important destination point even though bypassed by the new Interstate 5 Freeway east of the River, which was opened to through traffic late in 1966. All other major traffic arteries converge downtown, and the new river crossing leading from the freeway to the central district keeps downtown convenient to the highway traveller. The Midtown Plaza Redevelopment Project promises to reinforce the retail shopping dominance of downtown by construction of the pedestrian mall on Market Street, provision of additional off-street parking, and related improvements.

Village Plaza, north of Cypress Avenue near the River, is Redding's largest shopping center. It was started in 1961, and is not yet fully developed. Montgomery Ward is the anchor tenant. Additional retail stores and offices have chosen adjoining sites. Although there is plentiful off-street parking for each store, the haphazard arrangement and intervening streets make Village Plaza less convenient and attractive than it might have been. However, as in downtown, many



of these mistakes could be corrected through co-operative efforts and wise planning of future construction and renovations.

## ENTERPRISE

Development in the Enterprise area has occurred almost entirely in the postwar years. Early subdivisions were located along old Highway 44, now Cypress Avenue, Churn Creek Road, and Hartnell Avenue; but subsequent development has taken place both to the north and to the south into Churn Creek Bottom. The street pattern in some older residential areas is poor, with many long dead-end streets and off-set intersections. Lack of adequate lot split regulations has permitted creation of large, deep lots surrounded by smaller lots and hundreds of landlocked parcels that can be reached only by private roads or by access drives across other properties. Land use and zoning conflicts are inevitable as owners of the larger parcels seek to develop the unused portions of their sites.

Like the residential areas, commercial development in Enterprise has occurred haphazardly, spotted along old Highway 44 and along Bechelli Lane, and more recently springing up at freeway interchanges. Access to many stores is poor, and the nature of the strip, with each establishment having its own parking lot and driveway, forecloses the convenience of parking once and visiting several businesses. Because many commercial uses are inter-mixed with residential sites, blight has occurred here, as it has on old Highway 99.

The freeway has had noticeable impact on commercial growth in the Enterprise area. Service stations, motels, restaurants, and other uses that seek readily visible sites and easy freeway access have located on Hilltop Drive and at several interchanges. These activities, in turn, can be expected to spawn adjoining commercial growth. A stripe of highway-oriented uses is likely to develop along Interstate 5, especially between the Highway 44 and Cypress Avenue interchanges. Expansion of the commercial area is probable, particularly north of the Highway 44 interchange where there is considerable vacant land. Establishments such as wholesalers, distributors, and contractors also may seek freeway-oriented sites. Several such uses already have located near the Cypress Street interchange.

Highway 44, leading to Lassen Park, was opened in 1968 on a new alignment, replacing the former route through central Enterprise. Sufficient right-of-way was acquired for full freeway development, but grade-separated interchanges will not be built until traffic justifies them. By providing quick travel to the eastern edge of the planning area and beyond, the freeway may pull development toward Airport Road, and the Palo Cedro area, bypassing vacant land closer to Redding. Similarly, Interstate 5 may encourage more rapid development in the Churn Creek Bottom, oriented to both Redding and Anderson, than might have been the case without the freeway.

Scattered residential development has occurred in the eastern and southeastern parts of the planning area - along Old Alders Road and Old Oregon Trail, along Airport Road both north and south of the Municipal Airport, and around the Tucker Oaks Golf Course. Except in the airport approaches and in areas reserved for future industrial sites on the west side of the airport, there are few compelling reasons to restrict subdivision activity. Utility costs inhibit large-scale development, but individual home construction will continue. However, subdivision patterns should be carefully coordinated, to avoid the problems of deep, unusable lots and poor street access that plague much of the unincorporated portion of the planning area.



## NORTH REDDING

Like Enterprise, the north Redding area extending from Keswick Dam to Shasta College includes a scattering of residential and commercial development. Along North Market Street, formerly Highway 99, Redding's "Miracle Mile" is lined with a variety of motel, restaurant, retail, and auto sales establishments. Adjoining lowlands to the west are occupied by residential subdivisions, and a 100-unit low rent housing complex. Lake Redding-Caldwell Memorial Park extends along the north bank of the River, on each side of the railroad trestle. This major recreation area has picnicking, playground, swimming, and other facilities. A private golf course adjoins the park. North of the bluff line, there is development to the north along Market Street, west on Lake Boulevard, and east adjoining Highway 299.

Lake Boulevard is the main street of the Buckeye District, a major portion of which was annexed to the City of Redding in 1969. Sparse commercial development is strung along Lake Boulevard, and there is scattered residential development in the area. Landlocked parcels are common, with heavy dependence on private roads for access. Mobilehomes are a major residential type here, both in mobilehome parks and on individual lots. Many mobilehomes have been enlarged by the addition of patio covers and by attaching permanent room-sized additions to trailers. The pattern of small ownerships, and the prevalence of trailer residences, may tend to discourage subdivision activity, particularly on the northern fringe of the planning area along Oasis Road. But when market conditions justify the investment in streets and utilities, increased development activity can be anticipated along the bluff just north of the River, where parcels are larger and more attractive view sites are available. Except for the Lake Boulevard Subdivision and some multiple-family home construction at Chaparral Terrace and along the lower portion of Lake Boulevard, residential building has been slow here in the past several years.

A 540-acre industrial park development is proposed south of Oasis Road, extending from the Southern Pacific Railroad to Interstate 5. When eventually developed for industrial or commercial service uses, this will be a major employment center and will induce more residential growth in surrounding areas, particularly around Central Valley to the north.

Shasta College moved from its central Redding campus, now part of Shasta High School, to the new site at the intersection of Highway 299 and Old Oregon Trail in 1968. The campus has been strikingly developed with a series of buildings interspersed among the oaks, retaining the natural beauty of the site. The campus accommodates 2,700 students now, and an eventual capacity of 4,400 is planned.

Except for the college campus, there has been virtually no development in the northeastern part of the planning area. However, the provision of expanded services in the Bella Vista Water District will overcome one limiting factor, and there is at least one new residential tract south of Highway 299. The rolling terrain and tree-studded landscape are enticing. The Division of Highways expects to complete the conversion of Highway 299 to a full freeway in five years, from the existing Interstate 5 interchange east to Shasta College.

## DEVELOPMENT TRENDS

The nationwide slump in home-building activity in the past few years, coupled with the slackened pace of local economic development that followed completion of major highway and water resource projects in the region, allow Redding residents a brief respite for taking stock and plotting the course of future development. When the economic pendulum swings back, the



General Plan will point the direction to guide the next wave of growth. While trends can be forecasted, specifics are less predictable; and details of the General Plan will have to be revised periodically as unforeseen conditions arise in the future.

One serious problem facing communities in the burgeoning metropolitan areas of California is not likely to plague Redding - that of thousands of homes built within a span of a few years growing into old age all at the same time. There has been no large scale tract development, and even a greatly boosted construction rate in coming years will not spawn mile after mile of almost identical housing. The moderate pace of growth and the broad choice of building sites and areas available for development will be to Redding's advantage.

A major unknown in Redding's future is industrial development. While trends in most segments of the economy can be identified and projected within a reasonable range of accuracy, a decision by a major "footloose" industry (one not dependent on local resources or markets) to locate near Redding could substantially alter the course and rate of growth. Because this type of occurrence cannot be foreseen, the Redding Plan is based on the most likely trends discernable - the declining importance of agriculture, further industrial diversification, continued moderate population growth of northeastern California and Shasta County, and the emergence of tourism and recreation as major economic activities.

## **POPULATION**

Population forecasting, although hampered by inadequate existing data and by frequently misleading short-term trends, nevertheless remains an important element of the planning process. The value of a plan showing the maximum population that a given area might accommodate, based on selected land use patterns, is significantly diminished if there is not reasonable expectation that the population of the area will approach the calculated holding capacity within the time span for which we logically can foresee events and chart courses of action. The plan and its principal proposals must be in scale with projected growth. At the same time, the economic potential and development patterns of the community must constantly be monitored to provide feedback. Unanticipated developments and newly emerging trends may indicate that changes in the plan are in order.

The planning area's growth is interwoven with the growth of Shasta County and to a lesser extent the adjoining counties of northeastern California. Because it is still relatively remote, Redding will be little affected by the burgeoning growth of the State's major metropolitan regions. Between 1930 and 1940, Shasta County more than doubled in population with the influx of construction workers employed at Shasta Dam. Census figures showed an increase of nearly 15,000 during that decade. In the following decade the increase was only half as much, and the total population of the County in 1950 was 36,413. Since 1950 the County's population has continued to grow at a rate of about 2,500 persons per year, and it is expected to reach 86,800 by 1970. Statewide projections, prepared by the Department of Finance in 1967 on a county by county basis, forecast a growth increment for Shasta County of about 2,600 per year over the next several years, increasing to 3,000 annually by 1985, when the County would be home to 130,800 permanent residents.

Although various projections of the County's future population have been made by others, those by the Department of Finance probably are the most thorough, since they relate the growth of each part of California to the rest of the State, and because the statewide growth in turn is related to nationwide population forecasts prepared by the Bureau of the Census. The State's projections



also are significant because they reflect a national declining birthrate trend that will result in smaller average family sizes than have prevailed during the past several decades.

The State's projections give the six northeastern counties a declining percentage of the statewide total populations, because of the explosive growth of the metropolitan areas. Within the six county region, however, Shasta County is forecast to gain an increasing share of the population. These projections are summarized in Table 1.

TABLE 1

CALIFORNIA NORTHEASTERN COUNTIES:  
POPULATION PROJECTIONS

	Census 1960	Estimate 1965	Projections 1975	1985
Modoc	8,308	8,000	8,400	9,000
Siskiyou	32,885	34,300	36,300	38,700
Lassen	13,597	16,900	18,700	20,800
Trinity	9,706	8,800	10,500	12,600
Tehama	25,305	28,300	31,700	35,800
Shasta	59,468	74,700	100,500	130,800
Six-county Total	149,269	171,000	206,100	247,700
Shasta County as percent of six-county total	39.8	43.7	48.8	52.8

Source: U. S. Census and California State Department of Finance Preliminary Projections, April 1967.



The population within the City of Redding was 12,773 in 1960, and is now estimated at about 18,750, including recent annexations in the Buckeye-Twinview area. For planning purposes, the City population has little significance because the boundaries are subject to frequent change. It is the urban area, or planning area, population that is crucial to projections of housing needs and public facilities and trafficway's requirements. In 1960 just over half of the County population lived in the Redding-Enterprise area, and more than four-fifths lived in the Redding basin, extending from Central Valley to Cottonwood. This is the area that will get the largest share of the County's future growth, principally because the bulk of new employment opportunities will be concentrated in this corridor along rail and highway routes.

The land use survey conducted by City staff in the fall of 1968 counted 13,000 dwelling units in the smaller Redding planning area. Assuming about 5 percent were vacant and the remaining averaged about 3.5 persons per unit for single-family homes and about 2.5 per unit for duplexes, multiple family, and trailer units, the population of the planning area now is about 39,000. With an estimated County population approaching 80,000, the planning area still contains about half of the County total.

How much of the County growth over the next two or three decades will occur in the planning area is open to question. Concentration of employment opportunities in the Redding-Anderson-Central Valley transportation corridor will tend to centralize growth, but at the same time other factors may promote dispersion. Development of tourist facilities, recreation resources, and vacation homesites will contribute to dispersal. Because there is so much more land available for development than will be needed, the distribution of new growth will be predominately a product of private choice rather than the result of public policies directing expansion into certain areas, and this is less easily predictable.

If the planning area, which now has about half of the County's population, were to gain 40 percent of the increase projected to 1995, it would have about 73,000 people. On the other hand, if 60 percent of the new residents were to settle in the planning area, the total would be 90,000. A mid-range projection that assumes the planning area will continue to house about half of the County population results in a figure of 82,000. Alternate projections are shown in Table 2. Inasmuch as any population forecast extending over a 25-year period is subject to imprecision, the housing, land use, and public facilities needs projections contained in subsequent portions of this report will be based on a rounded mid-range projection of 80,000 planning area residents in 1995, and a corresponding 1980, or ten year, projection of 55,000. The projections will warrant re-examination if the forthcoming 1970 Census results indicate significant new trends that would alter the assumptions on which the figures were based.

In 1960 the highest population per occupied dwelling unit reported was 3.9 in two census tracts in Enterprise, comprised mostly of single-family homes. Another single-family tract west of Shasta High School averaged 3.6 persons per household. The homes in these areas were new; typically the single-family neighborhoods with older homes had average household sizes between 3.0 and 3.5 persons. The lowest household sizes, from 2.3 to 2.5 per family, were found in the downtown census tracts where older homes and apartments predominate. Tracts with large households had low median ages (generally less than 30 years), and up to 30 percent of the populations was of school age (between 5 and 17 years). Correspondingly, the tracts with lower occupancy figures had an older populations, with median ages above 30, and as little as 19 percent in the school age group.



TABLE 2

SHASTA COUNTY POPULATION PROJECTION AND  
ALTERNATE PLANNING AREA PROJECTIONS

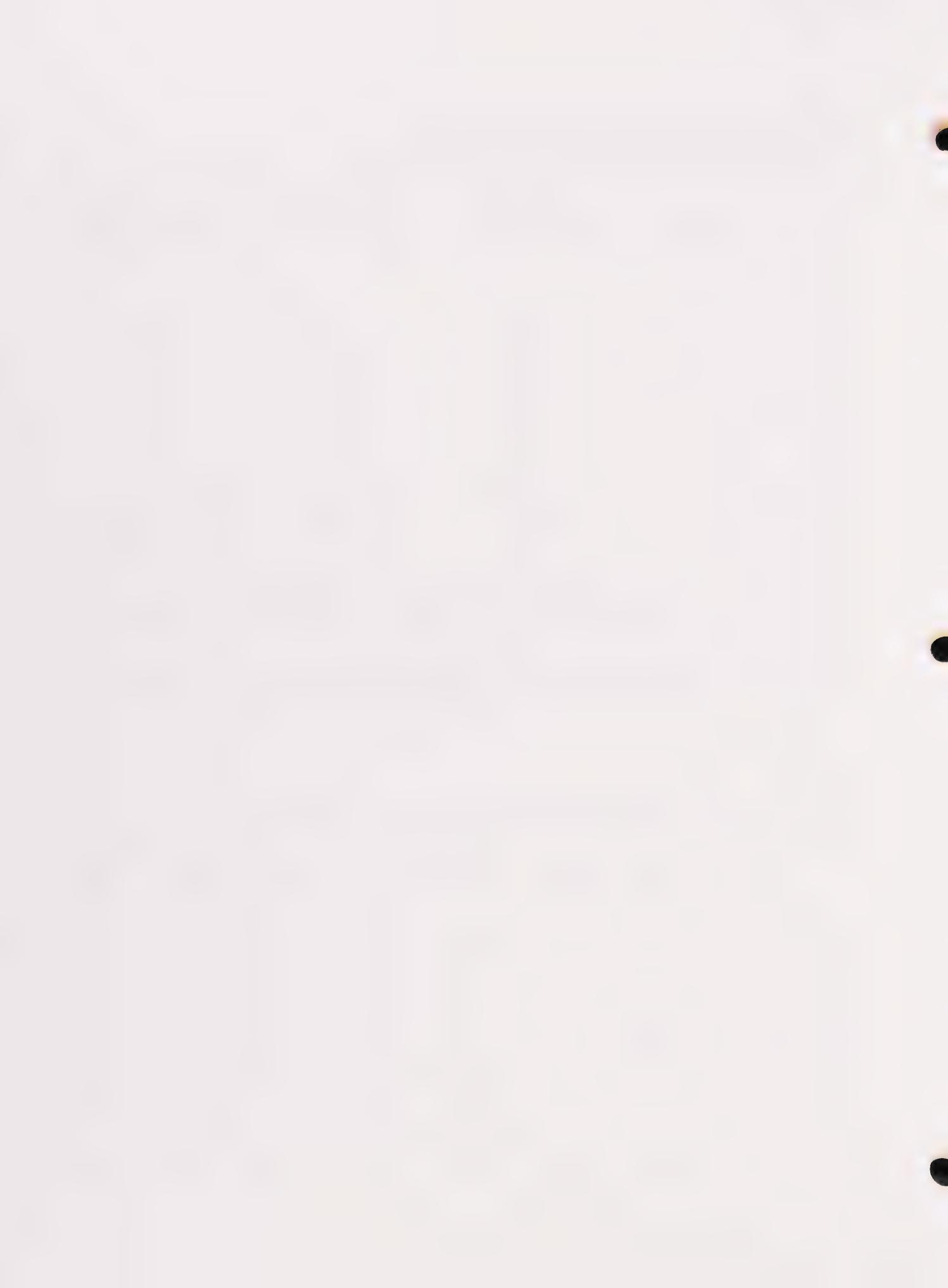
Year	Shasta County	40% of Increase in Planning Area	50% of Increase in Planning Area	60% of Increase in Planning Area
1968	79,200 <sup>(1)</sup>	... (2)	... (2)	... (2)
1970	86,800 <sup>(3)</sup>	41,840	42,600	43,360
1975	100,500 <sup>(3)</sup>	47,320	49,450	51,580
1980	115,100 <sup>(3)</sup>	53,160	56,750	60,340
1985	130,800 <sup>(3)</sup>	59,440	64,600	69,760
1990	147,400 <sup>(4)</sup>	66,080	72,900	79,720
1995	165,000 <sup>(4)</sup>	73,120	81,700	90,280

<sup>(1)</sup> Provisional August 1968 estimate by State Department of Finance<sup>(2)</sup> Present population estimated at 38,800 by Livingston and Blayney based on dwelling-unit count<sup>(3)</sup> Preliminary projections (1967) by State Department of Finance<sup>(4)</sup> Projections by Livingston and Blayney assuming continuation of annual increases projected to 1985

TABLE 3

## REDDING PLANNING AREA: DISTRIBUTION OF DWELLING UNITS, 1968

	Single Family No.	Single Family Percent	Multi Family No.	Multi Family Percent	Trailer No.	Trailer Percent	Total Units
Central Redding	2,705	54.2	2,185	43.7	105	2.1	4,995
South Redding	1,195	68.9	420	24.2	119	6.9	1,734
North Redding	836	52.9	354	22.4	391	24.7	1,581
Enterprise	3,428	72.0	1,017	21.4	314	6.6	4,759
<b>TOTAL</b>	<b>8,164</b>	<b>62.5</b>	<b>3,976</b>	<b>30.4</b>	<b>929</b>	<b>7.1</b>	<b>13,069</b>



Nationwide trend and surveys in other California communities point to somewhat smaller family sizes during the next decade or two, but how far this trend will continue is uncertain. The direction is clear though, and it would not be prudent to plan schools and other public facilities on the basis of larger family sizes that have characterized past years.

## ECONOMY

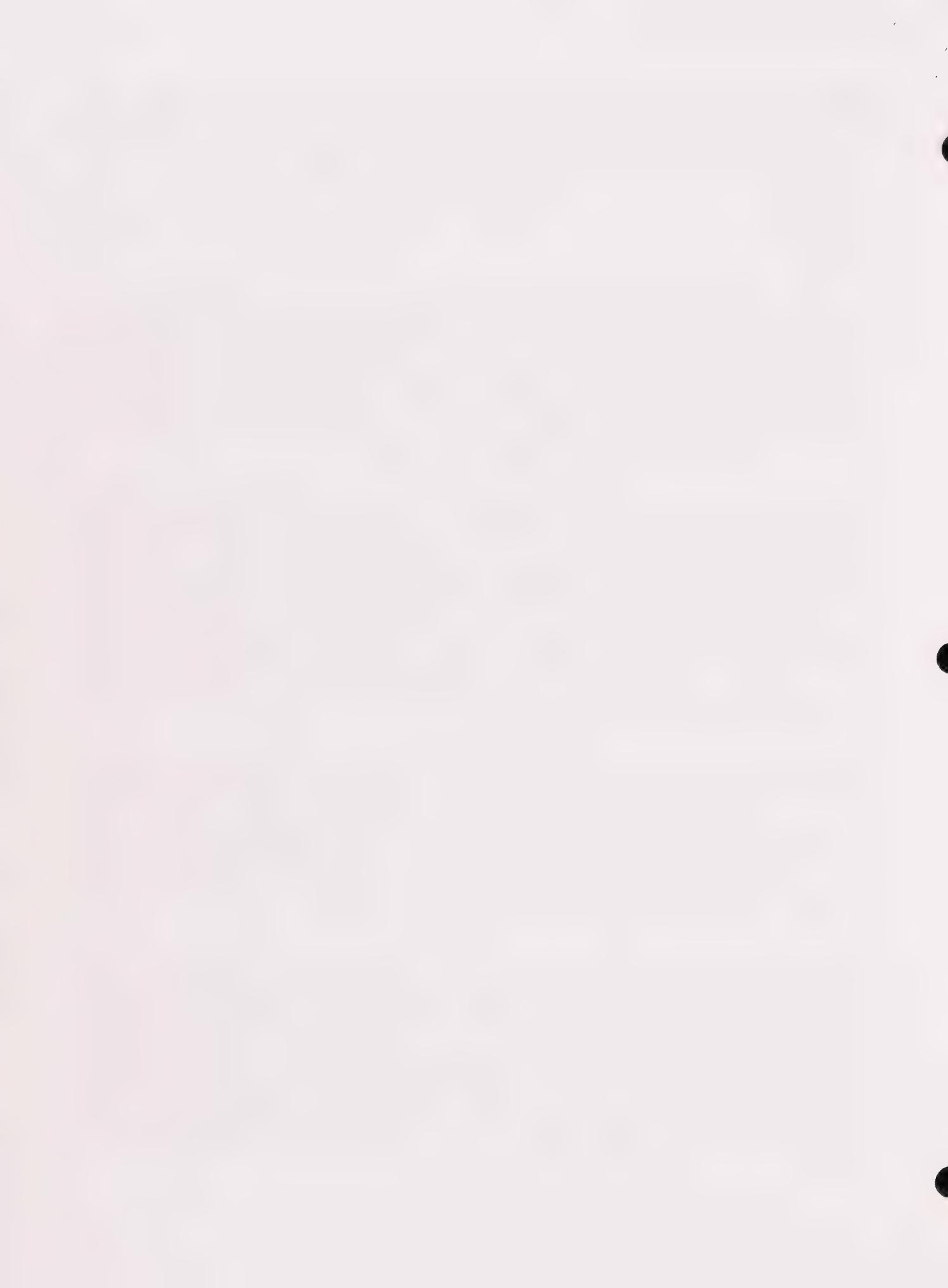
### INDUSTRY

Redding's economy, heavily based on the lumbering industry and bolstered in the past decade by major highway and water resource construction projects, is subject to both seasonal fluctuations and to the ups and downs of the State and national economies. While employment for the total Labor Market Area (including Redding, Cottonwood, Anderson, and Central Valley) has steadily increased, according to estimates made by the Department of Employment, fluctuations within the manufacturing and contract-construction sectors of the economy in particular have contributed to high rates of unemployment, and at times have caused workers to seek jobs in other communities or to change job categories.

In July 1964 there were an estimated 2,350 persons employed in contract construction; by 1967 the figure was down to 1,125, but it jumped back to 1,775 in 1968. July estimates of lumber manufacturing employment showed a continuous increase from 2,150 in 1963 to 4,025 in 1967, followed by a sudden drop to 3,675 in 1968. During 1967, employment in contract construction ranged from 900 in April to 1,150 in September, while in 1968 it fluctuated from a low of 1,100 in January to a high of 1,825 in September. Lumber-based employment also fluctuates during the year, as the rainy season limits cutting in forest areas, and slack construction periods reduce demand for building materials. In 1967, for example, monthly lumber employment ranged from 3,225 to 4,025; in 1968 the low and high employment estimates were 3,025 and 3,725, respectively. In both the lumber industry and the construction field, peak employment occurs in late summer and low employment in early spring.

This fluctuating pattern has plagued Redding for years. Lumbering and milling always have been highly seasonal activities, although in the last decade there has been a gradual flattening of the cycle, with increasing use of by-products and with stockpiling of cut timber that lengthens the working season at the mills. Year-round operation now is standard practice, but employment of additional shifts still is common during the summer and fall. The increasing importance of tourism has brought added employment and less dependence on the production and marketing of lumber products, but does not relieve the highly seasonal employment picture because motel, restaurant, and resort employment are also high in summer and low in winter.

Trends in the lumbering industry show a growing concentration of milling activity around transportation confluences, as a result of improved road transportation that favors longer log hauls and promotes development of larger, centralized mills which make greater use of by-products. Since the early 1950s there has been a gradual shift of lumbering activities from timber sources to milling centers, such as Eureka and Redding, that have a larger labor pool and have access to a number of timber sheds. Increasing utilization of forest by-products for the manufacture of particle board, paper, and pulp products has accelerated the centralization; and stockpiling and production techniques have spread the workload more uniformly throughout the year, although employment still remains higher during the dry months when demand for building materials is greatest.



The Redding basin's two largest industrial employers are located in Anderson just south of the planning area. U.S. Plywood Corporation's major plant adjoining Business Loop 5 north of Anderson, manufactures lumber, plywood, particle board, and other forest products with a current average employment of about 820. Another 100 persons are employed at the company's Shasta Box Plant in South Redding. The Kimberly-Clark Corporation operates a major lumber and paper products plant utilizing wood pulp at a site just southeast of Anderson, with about 700 employees.

Except for the Calaveras Cement Company, which employs about 110 person at it facility north of Central Valley, other industrial employment in the planning area and adjoining communities stems from smaller operations such as lumber yards and rock, sand, and gravel plants that typically employ from 10 to 40 persons.

The long-range outlook for Shasta County, according to the County Economic Development Corporation, is for continuation of the primary lumber industry at about its present level and expansion of secondary or by-products industries based on forest resources. The latter will have a choice of other sites in neighboring counties; and labor supply, available sites, transportation, public-service needs, taxes, and living conditions are bound to influence management decisions.

Although Shasta County has numerous varieties of mineral resources, its development will depend on devising economical extraction processes and on the area's competitive position resulting from development or depletion of resources elsewhere. In any event, exploitation of the County's mineral wealth is likely to be primarily an extractive operation, with materials shipped elsewhere for processing, because of limited supplies and the economy of centralized operation. Consequently, any gains in local employment will not be substantial.

Industrial diversification through the attraction of the so called "footloose" industries is a goal of almost all communities. Competition in this realm is keen, however; and Redding's success will largely depend on how its land, labor, and transportation costs compare, and on the quality of its physical environment and community services and facilities. Employment in nonresource-based industries is unlikely to exceed lumber-based employment; but because locational decisions by manufacturers are not predictable, Redding should continue its present efforts to attract footloose industrial firms.

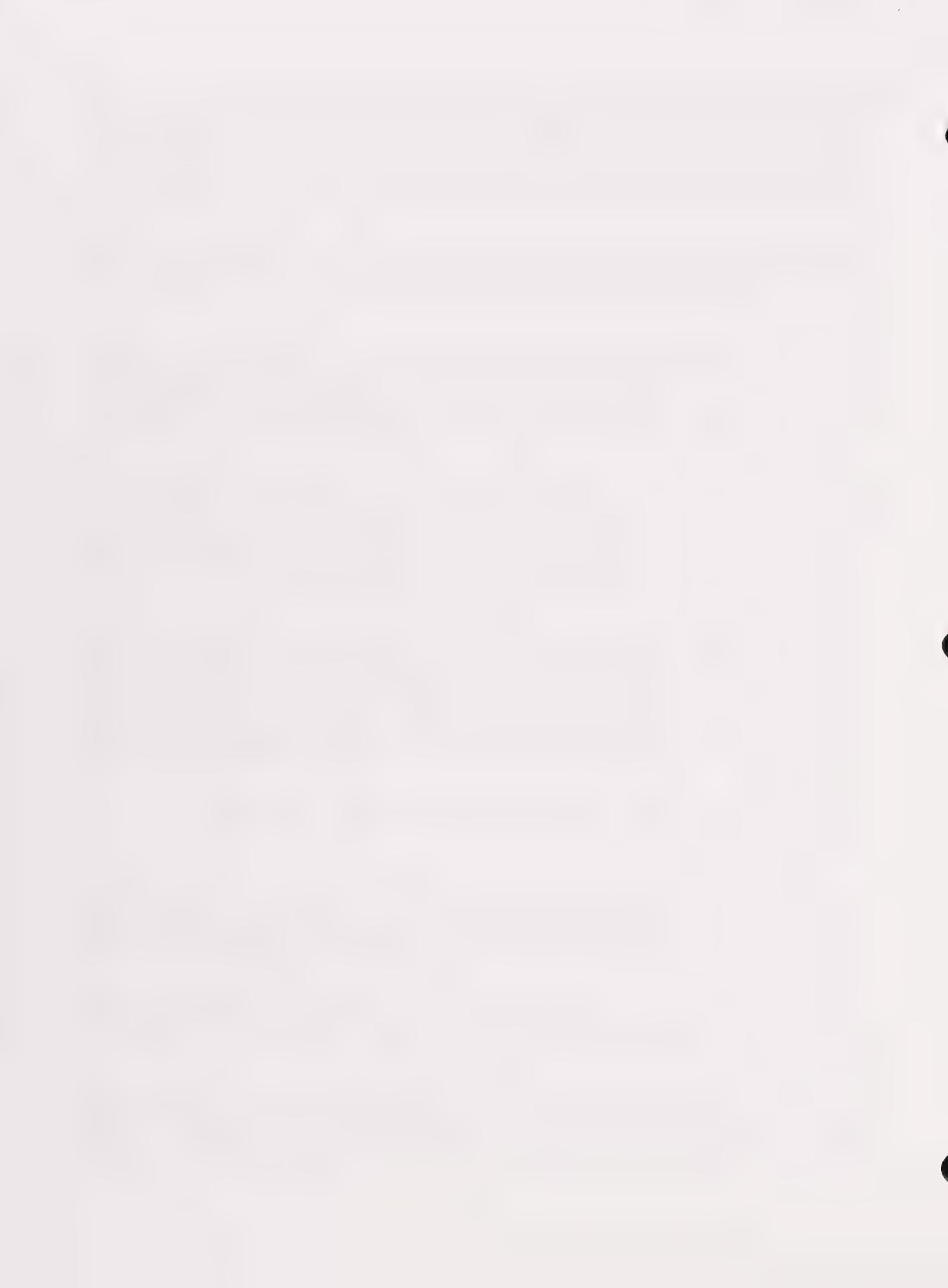
Expansion of small successful local industries also will contribute to diversification.

## OTHER EMPLOYMENT

In nonmanufacturing employment, the planning area will continue as the marketing and distribution center for most of northeastern California, and can anticipate steady employment gains in wholesale and retail trade, services, transportation, communications and utilities, and finance, insurance and real estate, in step with regional population growth.

Wholesale and retail trade, with 5,600 employees in 1968, now account for about 22 percent of all employment in the Labor Market Area (LMA), with four-fifths estimated to be in the planning area. Downtown Redding alone has about 1,500 retail jobs.

The planning area's importance as a retailing center is shown by taxable sales figures for the past few years. Sales within the City of Redding alone account for more than 85 percent of all taxable sales in Shasta County in the apparel, general merchandise, and drug store categories. Redding also captures 70-80 percent of the County's auto-oriented and service station sales, about 63



percent of its eating and drinking establishment sales, and about 50 percent of all sales by food and liquor stores. Sales data for the planning area is not available. If a major regional shopping center were to locate outside the City, City sales surely would drop; but because a shopping center competing with downtown and the Village Plaza would be likely to locate somewhere in the planning area, the effect would be a redistribution of shopping and retail-employment patterns rather than a loss of total sales or jobs in the area.

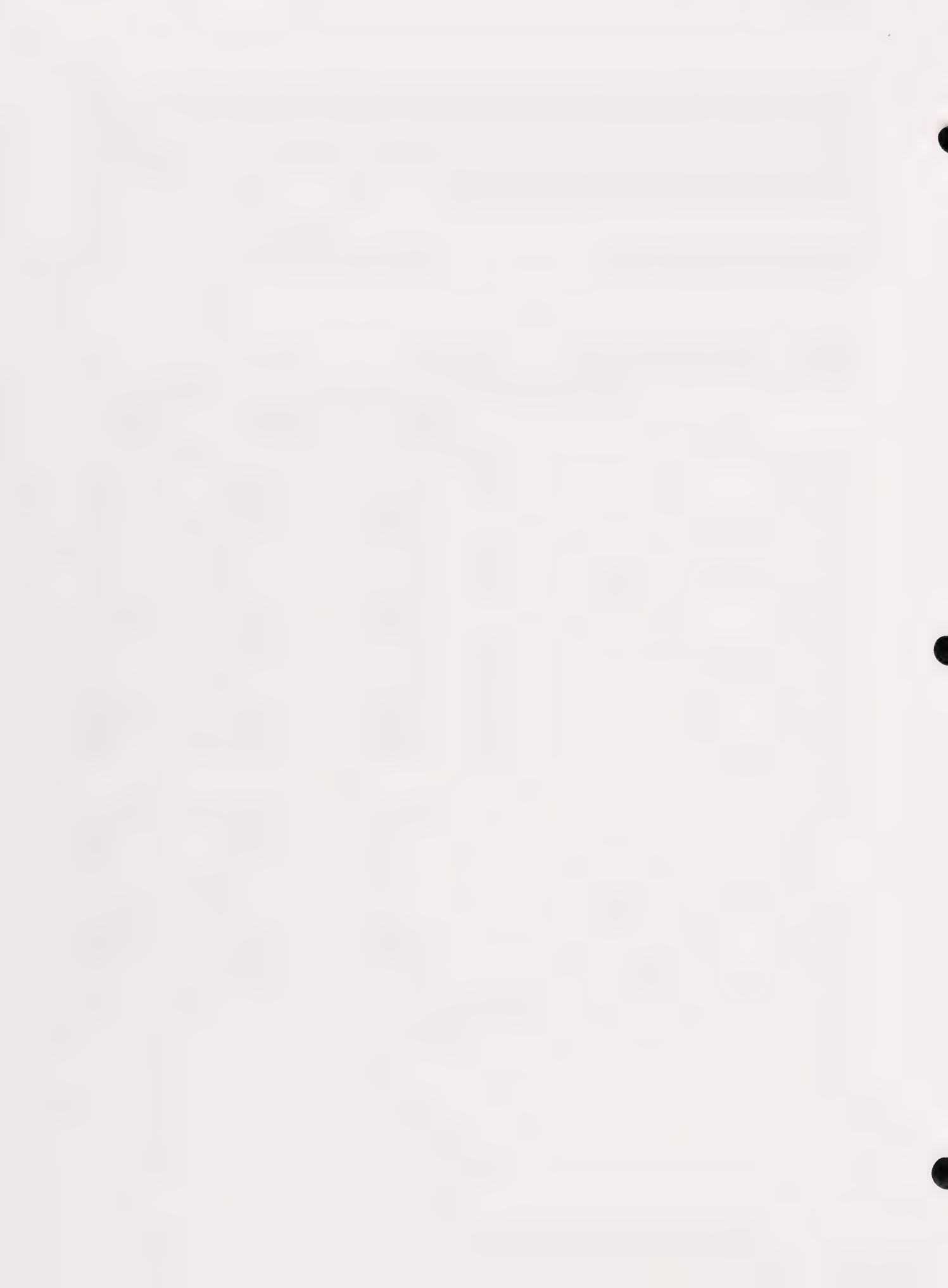
Table 5 shows the volume of taxable sales in recent years in selected retail categories for which comparable data is published.

TABLE 5

REDDING AND SHASTA County:  
TAXABLE RETAIL SALES, SELECTED CATEGORIES

	1967 (\$000s)	1968 (\$000s)	1969 (\$000s)
Apparel			
County	4,582	4,997	4,788
City	3,969	4,149	3,882
City as percent of County	87%	87%	81%
General Merchandise and Drug			
County	18,655	19,810	21,862
City	16,378	17,491	19,161
City as percent of County	88%	88%	88%
Food and Liquor			
County	13,679	14,825	15,504
City	6,786	7,177	7,586
City as percent of County	50%	48%	49%
Eating and Drinking			
County	9,815	10,331	11,755
City	6,140	6,470	7,564
City as percent of County	63%	63%	64%
Automotive and Service Station			
County	30,094	34,017	39,469
City	22,664	26,271	30,309
City as percent of County	75%	77%	77%

Source: State Board of Equalization Quarterly Reports



Hotels and motels, while not major employers, are economically important to Redding because their customers purchase meals in Redding and also help to support other services and businesses. The seasonality of the tourist trade can be seen in estimated employment figures gathered by questionnaire from planning area motels and hotels. During summer months, a peak employment figure of about 320 persons was reported by 33 motels, dropping to about 180 jobs in slack periods. The effect of the winter drop-off also is felt by service stations, restaurants, and most heavily, of course, by the resort operators in nearby recreations areas. Were it not for sales personnel who find redding a convenient northern California stopping point, the winter slack would be even greater.

Employment in services, government, finance, insurance and real estate, and transportation, communications and utilities, representing just under half of the total employment in the LMA, consists of people-oriented jobs that are less subject to monthly fluctuation, and provide a degree of stability to the economy. In these categories, as in trade, the planning area and central Redding are the prime locations for most employment. Because of Redding's role as a regional marketing and government center, these functions will remain important; and the planning area should continue to have high employment in these categories in relation to its population. Relatively high government employment in the Redding area reflects its headquarters function. District or regional offices of State and federal agencies - the Department of Employment, Division of Highways, Forest Service, Bureau of Land Management, and many others - now provide jobs for nearly 1,900 people. County and City offices employ another 1,100 and the local school districts have about 1,300 employees. Hospital, convalescent home, and medical office employment also will continue at relatively high levels because the facilities now centered in Redding are more likely to be expanded than duplicated elsewhere.

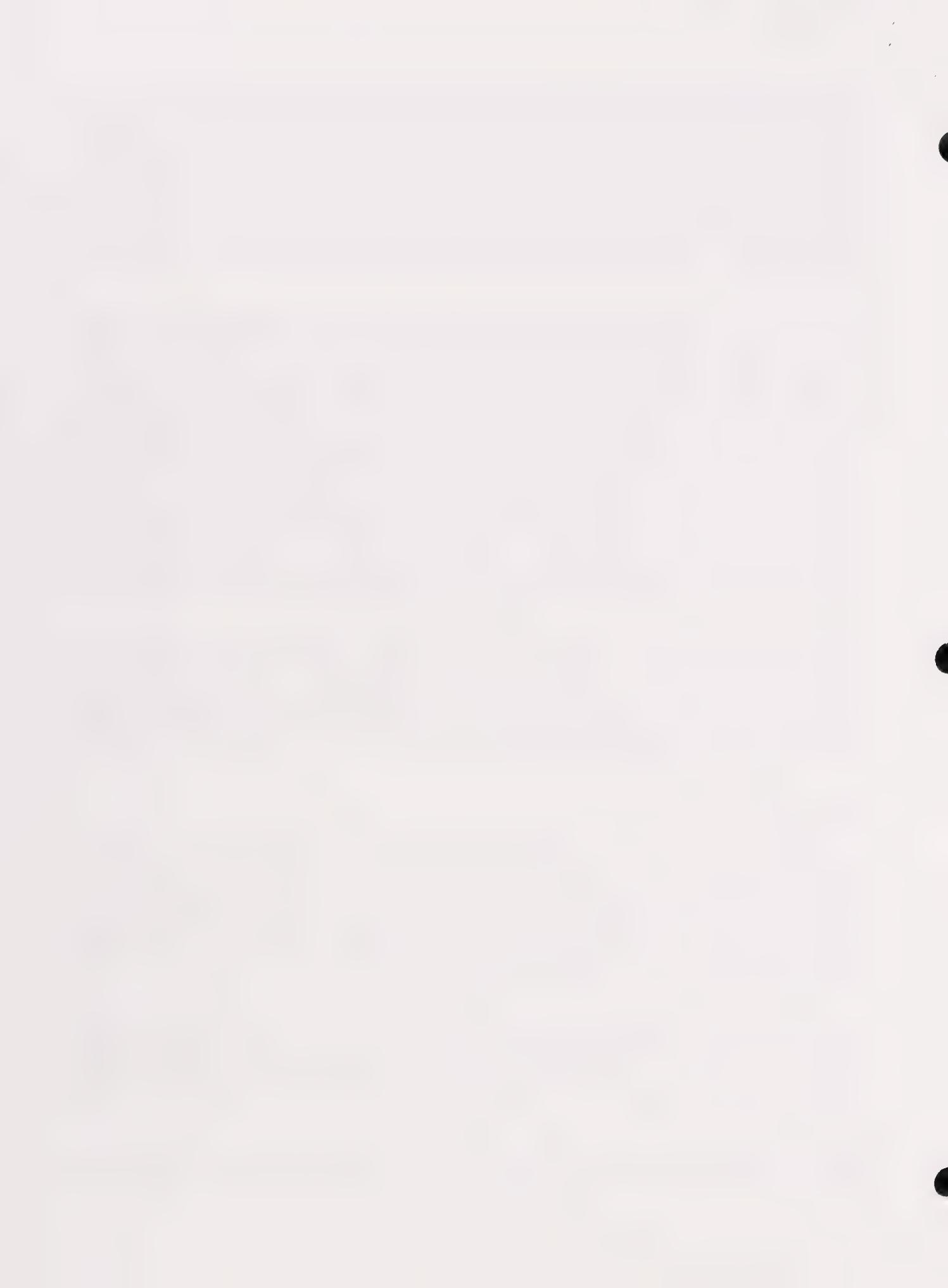
Agricultural employment will continue to decline as remaining agricultural land is urbanized. In Shasta County, the number of farm units is decreasing annually, while at the same time production costs and land values rise more rapidly than farm income. A few crops may continue to be grown in the planning area, but mainly as a holding action until urban uses become more profitable, and there may be minor amounts of employment within the planning area stemming from agricultural and grazing activities elsewhere.

## EMPLOYMENT PROJECTIONS

Planning area employment, and consequent commercial and industrial space needs cannot be projected independently of the larger Redding basin, because major employers outside the planning area will draw on the labor force of the entire LMA. Similarly, industrial plants and business firms within the planning area will have access to the labor force and customer potential of adjacent communities outside the planning area. For example, many of the 1,500 employees of U.S. Plywood and Kimberly-Clark live within the planning area, and many Anderson and Central Valley residents work and shop in Redding.

To make projections of planning-area employment in 1980 and 1995, used both to measure the need for additional commercial and industrial land and as inputs for the traffic study, it was first necessary to forecast the Redding basin population and employment by major employment categories, and then to estimate within each category the proportion of employment that will be located in the planning area.

State Department of Finance projections for California indicate that the proportion of the population between 18 and 65 years of age, essentially comprising the labor force, will increase



only slightly. However, variations between communities may be considerable. Retirement communities will have proportionally fewer employed persons, while industrial and office centers will exceed the statewide average. Other unknowns make long-range employment projections difficult: the likelihood of earlier retirement, increased educational opportunities that keep young people in school longer, the impact of automation, and increased output per employee, by way of examples. The employment projections in this chapter assume that the labor force of the LMA (the Redding basin) will increase from the current 43 percent of the population to about 45 percent by 1995. Assuming that the labor market area gains four-fifths of the County's population increase, a population of about 92,000 by 1980 and 130,000 by 1995 can be expected. The labor force is projected at 40,500 and 58,500, respectively. Seasonal employment cycles and overall unemployment rates cannot be foreseen over such long periods of time; so an arbitrary 5 percent unemployment rate was assumed in order to estimate employment in the two projection years. Changes in employment within major job categories will continue to occur, as will shifts in the distribution of employees within the LMA.

While the projections take account of trends in certain employment groups such as declining agricultural employment, the total employment projection represents a balance between trends in these categories and an employment figure directly related to the anticipated population and labor force of the labor market area.

Current employment estimates for the planning area were derived from the Department of Employment's labor market area estimates, from questionnaire responses by major industrial firms, and from employment figures provided by utilities, public agencies, and institutions. Total employment in the LMA in July 1968 was estimated at 25,500 with an unemployment rate of 6 percent. Average employment during 1968 was 24,800. The total estimated labor force in July was 27,675. The highest unemployment rate in 1968 was in February, when unemployment reached an estimated 15.6 percent of the labor force; the lowest rate was in September, with 4.9 percent of the labor force. Estimates for 1967 show the same cycle, with a high unemployment rate of 16.4 percent in March and a low of 5.0 in September.

Table 6 summarizes estimated July employment in the labor market area for 1967 and 1968, and projects employment levels for 1980 and 1995.

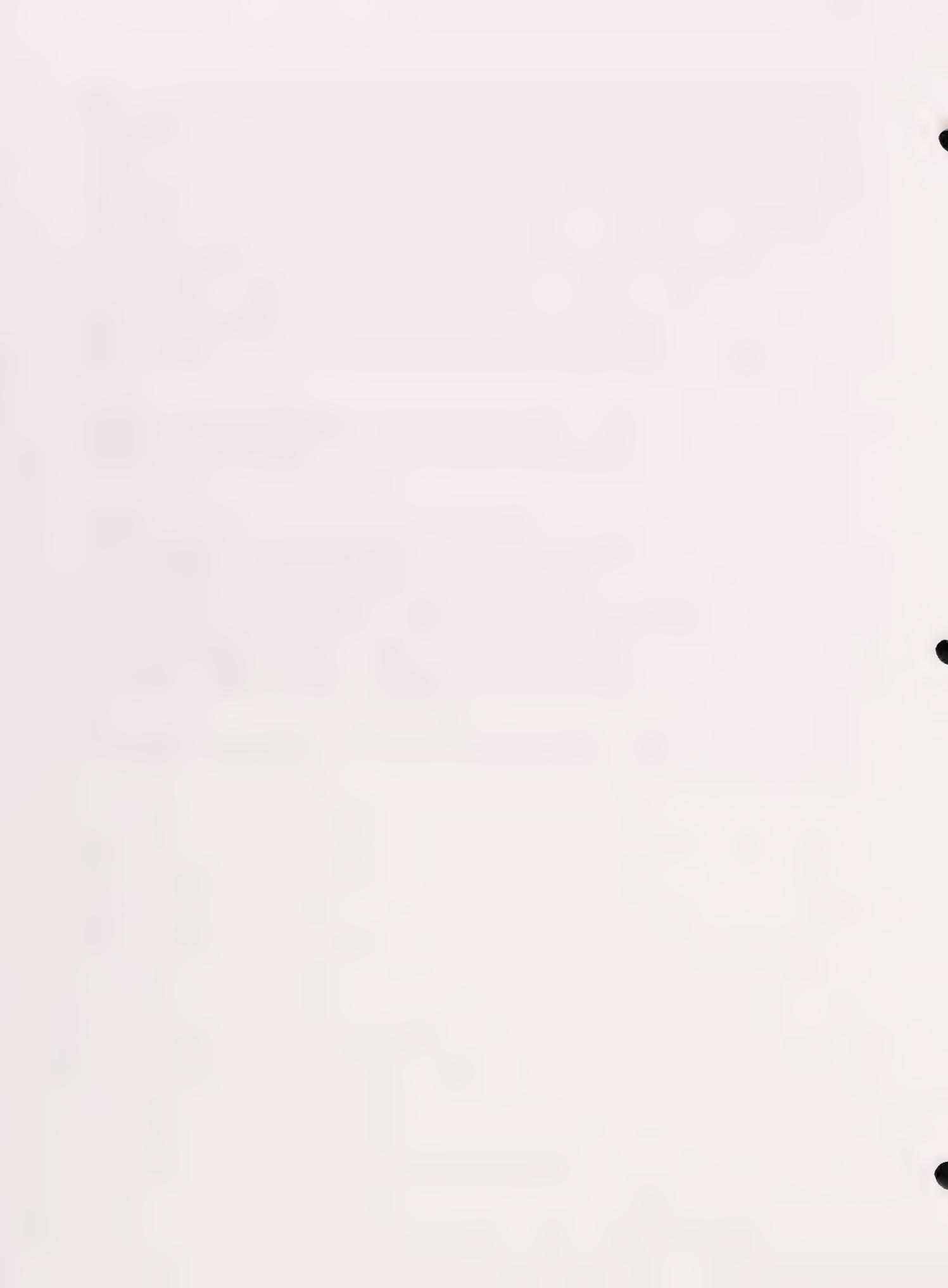


TABLE 6

REDDING LABOR MARKET AREA:  
ESTIMATED JULY EMPLOYMENT, 1967 AND 1968, AND PROJECTIONS TO 1980 AND 1995

	1967 <sup>(1)</sup>		1968 <sup>(1)</sup>		1980 <sup>(2)</sup>		1995 <sup>(2)</sup>	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, forestry, fishing, and mining	1,775	7.1	1,725	6.8	1,500	4.0	600	1.0
Contract construction	1,125	4.5	1,775	7.0	2,700	7.0	3,900	7.0
Manufacturing	4,675	18.8	4,375	17.2	6,700	17.5	10,000	18.0
Lumber and wood products	4,025	16.2	3,675	14.4	4,600	12.0	5,600	10.0
Other	650	2.6	700	2.8	2,100	5.5	4,400	8.0
Transportation, communication, and utilities	2,075	8.3	1,950	7.7	3,100	8.0	4,400	8.0
Wholesale and retail trade	5,675	22.8	5,625	22.1	8,500	22.0	12,200	22.0
Finance, insurance, and real estate	725	2.9	775	3.0	1,500	4.0	2,800	5.0
Service	4,375	17.6	4,400	17.3	7,000	18.0	10,600	19.0
Government	4,500	18.0	4,800	18.9	7,500	19.5	11,100	20.0
Total Employment	24,925	100.0	25,425	100.0	38,500	100.0	55,600	100.0
Unemployed	1,850	--	2,250	--	2,000	--	2,900	--
Total Labor Force	26,775	--	27,675	--	40,500	--	58,500	--

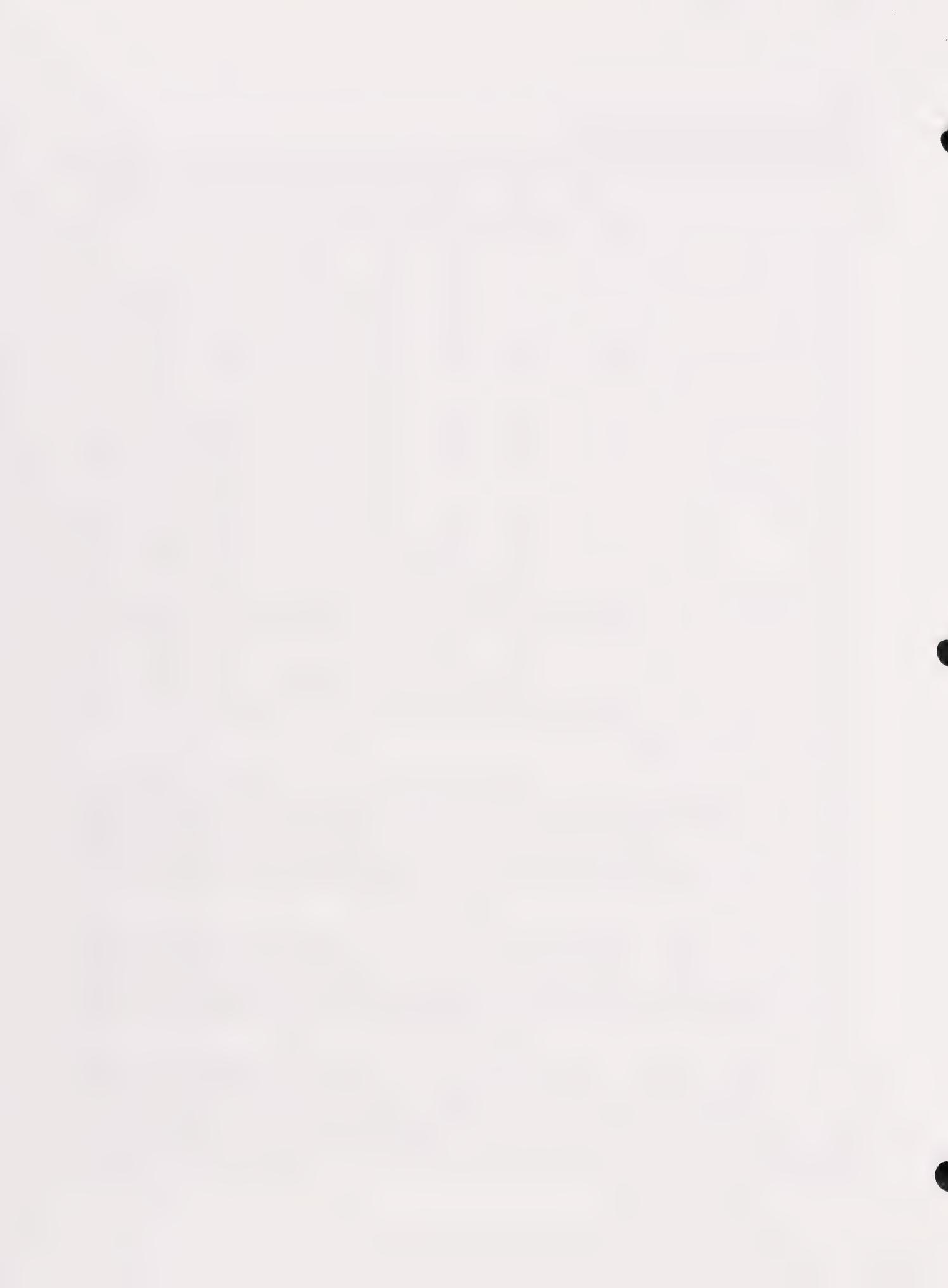
(1) State Department of Employment, Redding Labor Market Bulletins

(2) Projections by Livingston and Blayney

The projections anticipate a decline in agriculture, forestry, fishing, and mining employment, and slight gains in the proportion of employment in the finance, insurance and real estate, the service, and the government employment categories. Total manufacturing employment is expected to continue to account for about 17 to 18 percent of the working population, but nonlumber oriented industries will become increasingly important. Lumber-based employment is projected to rise, although it will represent a smaller share of total employment.

The projections of Table 6 are crude and do not represent forecasts based on detailed studies of each employment group. Neither do they stem from a comprehensive examination of industrial development prospects. These projections should be subjected to continuous revision in the light of new trends and unforeseen developments in marketing, technological change, and employment patterns; and significant new directions may warrant revision of the plan.

Table 7 relates projected labor market area employment to planning area employment. Working from the estimated 1968 planning area employment and the projected 1980 and 1995 total employment of the labor market area, future employment in each category was allocated to the planning area according to likely shifts in employment patterns, but the changes are conservatively stated and closely follow existing patterns because the extent of change is not subject to accurate prediction.



The planning area is projected to continue to account for about 70 percent of the employment in the Redding basin, but with slight percentage decline in most categories, particularly between 1980 and 1995 when an accelerated development pace is likely to result in more jobs being established outside the planning area. Redding is expected to continue its strong central role as a government center, and in the finance, insurance and real estate fields. The planning area is anticipated to account for proportionally more jobs than residents in all employment groups except agriculture and related employment, and lumber-oriented manufacturing.

TABLE 7

REDDING PLANNING AREA: ESTIMATED 1968 EMPLOYMENT AND PROJECTIONS TO 1980 AND 1995

	1968 Estimate			1980 Projection			1980 Projection		
	Labor Market Area	Planning Area No.	%LMA	Labor Market Area	Planning Area No.	%LMA	Labor Market Area	Planning Area No.	%LMA
Agriculture, forestry, fishing, and mining	1,700	400	25	1,500	200	15	600	100	15
Contract construction	1,800	1,300	70	2,700	1,900	70	3,900	2,500	65
Manufacturing	4,400	1,700	40	6,700	2,900	45	10,000	4,600	45
Lumber and wood products	3,700	1,200	30	4,600	1,400	30	5,600	1,700	30
Other manufacturing	700	500	70	2,100	1,500	70	4,400	2,900	65
Transportation, communication, and utilities	2,000	1,600	80	3,100	2,300	75	4,400	3,100	70
Wholesale and retail trade	5,600	4,500	80	8,500	6,800	80	12,200	9,200	75
Finance, insurance, and real estate	800	600	80	1,500	1,200	80	2,800	2,200	80
Service	4,400	3,500	80	7,000	5,300	75	10,600	7,400	70
Government	4,800	4,200	90	7,500	6,400	85	11,100	9,400	85
Total Employment	25,500	17,800	70	38,500	27,000	70	55,600	38,500	69

INDUSTRIAL AND COMMERCIAL SPACE NEEDS

The land use survey indicated about 360 acres now in commercial service use, and another 420 acres in industrial use. The distinction between uses of a commercial service nature and industry is a fine line, and is more a concern of zoning ordinances and employment classifications than a distinction with any significance for long-range planning purposes. It is quite acceptable, for example, for a commercial service use such as a wholesale distributing firm or a repair service to locate in most industrial areas. Assuming industrial and commercial service land needs were to increase in proportion to projected planning area population growth, the net land requirement would be 1,100 acres in 1980 and 1,600 acres in 1995. Allowing 15 percent additional for streets would result in gross acreage needs of 1,270 acres and 1,850 acres, respectively. If land needs were to increase in proportion to projected employment in industrial and commercial service



areas,<sup>1</sup> the net land requirement would be 1,230 acres in 1980 and 1,730 acres in 1995. Fifteen percent additional for streets would give gross acreage requirements of 1,400 acres and 2,000 acres, respectively.

Either projection formula is reasonable and they produce similar results.

The foregoing projections represent acres expected to be in use; but because many industrial firms will want to have larger sites to permit later expansion, total acreage requirements will be even greater.

The planning area has much more developable land than will be needed for all urban uses in 1995, but not all of it is suited for industrial or commercial-service use. Prime industrial sites, even in an amount exceeding the projections of need, should be set aside either for use after 1995 or to accommodate substantial unforeseen industrial development at an earlier date. A reserve of industrial and commercial service land is important. It permits a greater choice of sites, allows for expansion of existing uses, keeps land prices at reasonable levels, and strengthens the community's ability to attract new industry.

Commercial and office uses, like industry and commercial service, tend to defy projection in narrowly defined categories because any particular commercial area may have a mixture of stores, personal service establishments, and offices. However, in order to develop total commercial area requirements, projections based on realistic assumptions within categories are necessary.

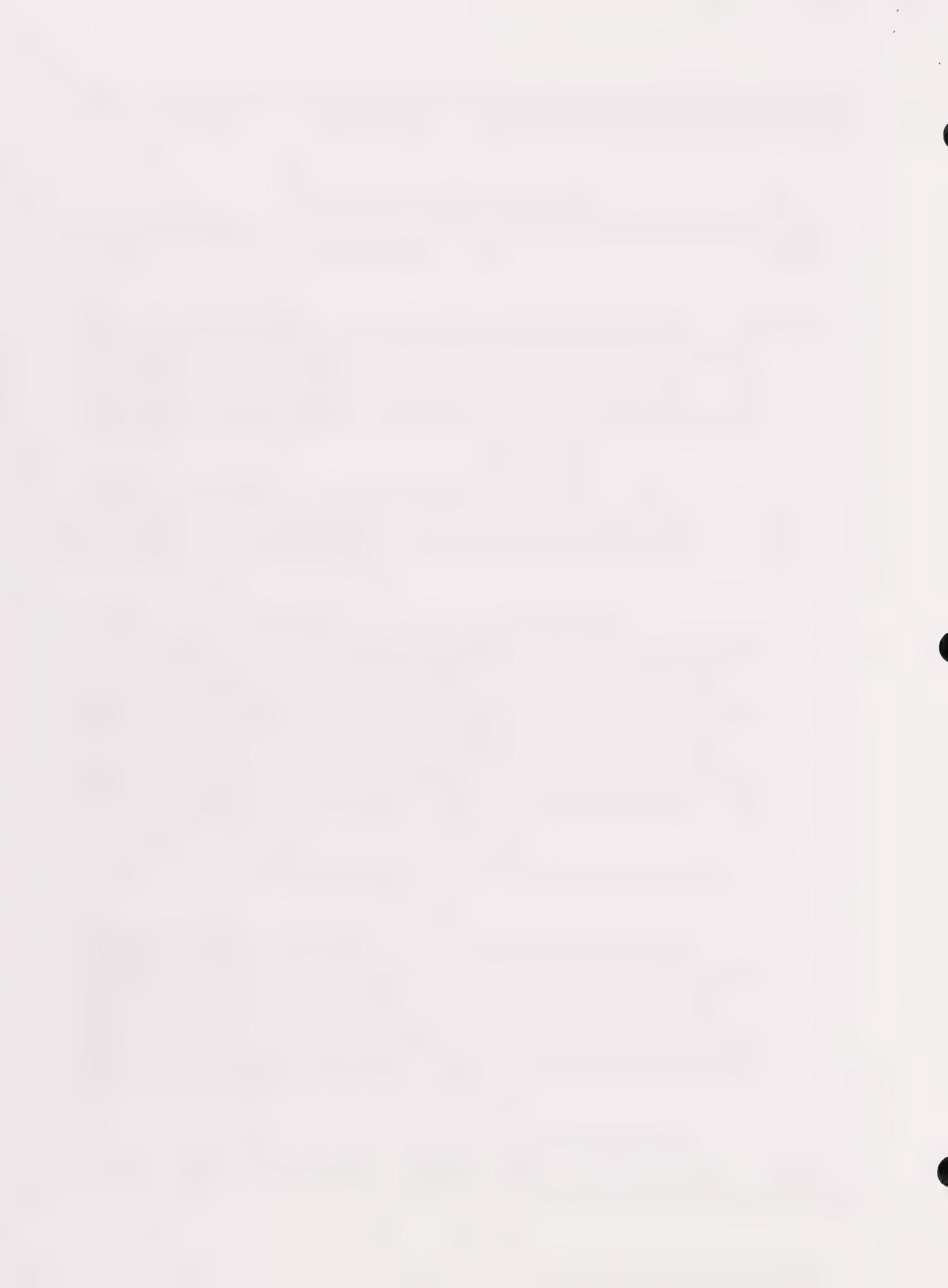
Hotel and motel space demands result from local business activities, from tourism in the area, and from long distance auto travelers finding Redding a convenient stopping place. Assuming present hotel-motel acreage (about 26 acres net or 38 acres gross, including streets) is in step with demand, the space required for motels in 1995 would be somewhere between a 100 percent increase roughly scaled to projected planning area population and an increase of more than 300 percent corresponding to Division of Highways' traffic projections of travel on Interstate 5. A projection in proportion with local population growth probably would be conservative, because new motels will select larger freeway sites and will be built to more generous standards than existing downtown motels. However, to project a gain of over 300 percent would be unrealistic because competing new motels probably will spring up along Interstate 5 outside of the planning area.

A 200 percent increase resulting in about 110 gross acres in motel use by 1995 is more likely, with an intermediate 1980 acreage demand of about 75 gross acres.

The planning area now has about 88 gross acres in office and personal service uses, and another 253 gross acres in retail use. Because Redding's strong office and retailing role is projected to continue, a doubling of office and retail acreage in line with projected population increase is likely. Improved sale performance per square foot in the larger stores and in shopping centers that otherwise might reduce site needs will be balanced by higher site development standards calling for more parking and landscaping. An increase in pace with population growth would raise the 1995 gross acreage need to around 700 acres; the 1980 requirement would be about 485 gross acres. However, any significant reduction of Redding's present strong retailing role, particularly,

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<sup>1</sup>Assumed as total manufacturing and contract construction employment, one half of transportation, communication and utilities employment, one-fifth of wholesale and retail employment, and one-fifth of service employment projections.



if new shopping facilities in Anderson or Central Valley were to recapture some of the sales now being made in Redding to nonplanning area residents, would reduce the overall need for commercial acreage. Although in many locations offices and personal services will be intermixed with retail stores, downtown Redding will continue to have strong identifiable office concentrations near the County Government Center, the major medical facilities of Mercy Hospital, and ringing the downtown core. Overall, offices and personal services probably will occupy about a quarter of projected retail and office acreage.

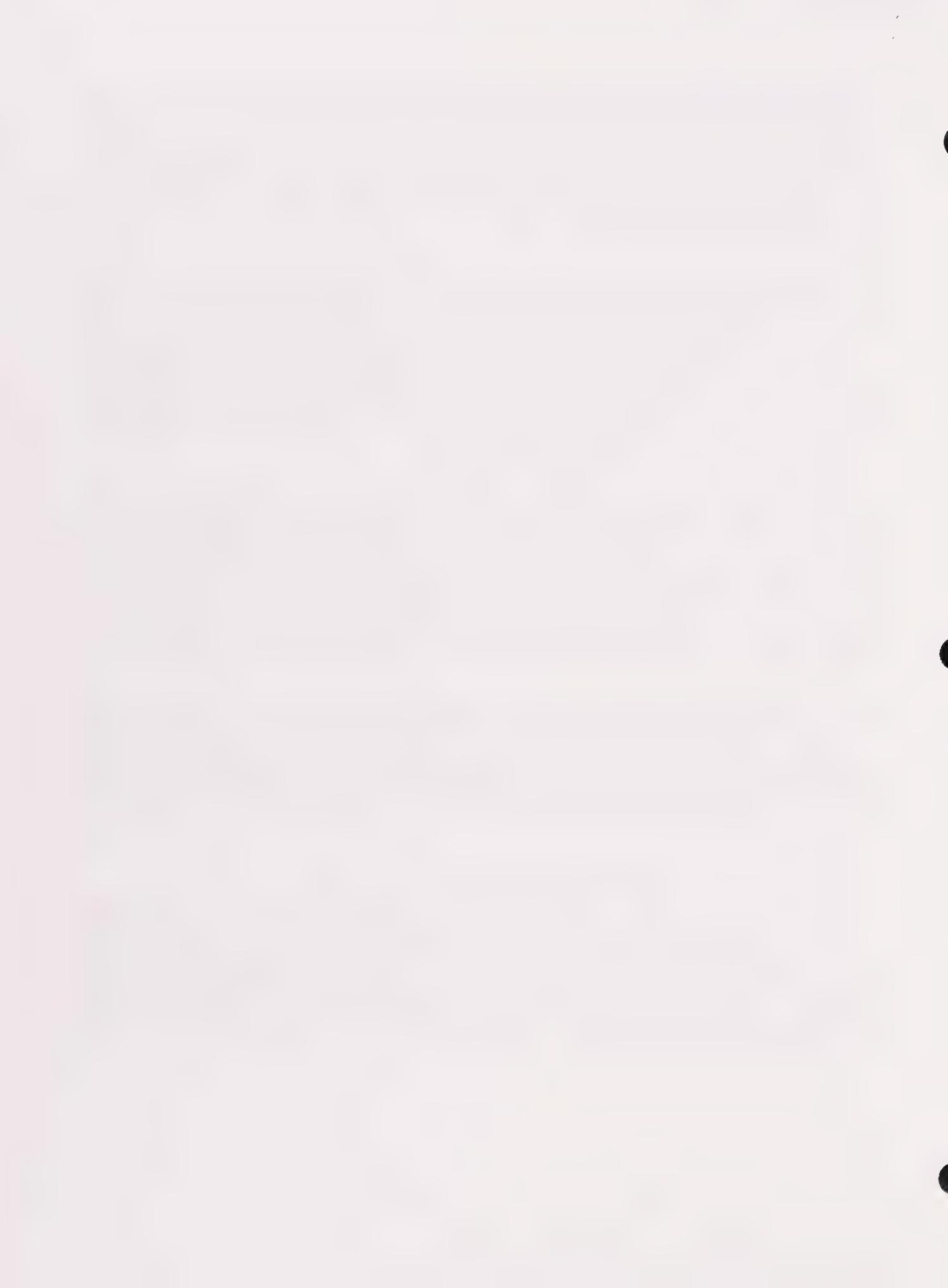
Perhaps more important than the question of how much commercial acreage is the question of where the commercial areas should be located. Except for competition from nearby Village Plaza, downtown Redding's retail supremacy has not been challenged, and the specter of a declining downtown superseded by a regional shopping center has not yet arisen. But the threat is ever present. In Chico, Red Bluff, Yuba City, Roseville, and numerous similar cities, shopping center supremacy over downtown has resulted in vacant stores, declining property values, and loss of significant tax revenues. Redding has taken steps to meet this threat head-on, by initiating the Midtown Plaza Redevelopment Project that will revitalize the downtown area and tend to forestall, at least for a time, major shopping center competition.

Sites along Interstate 5 and elsewhere in the planning area are potential shopping center locations. However, to anticipate such development by proposing or encouraging a major center that would compete with downtown for regional sales would be unwise. Downtown should be given the opportunity, through physical renewal and vigorous merchandising practices, to put itself in the strongest competitive position possible. Outlying shopping centers should be limited in size, serving principally as convenience centers consisting of a supermarket and stores and offices that serve a neighborhood or district. If downtown renewal efforts ultimately fail, then a regional center is almost a certainty, and a new and more limited role for downtown must be accepted.

Both automotive services and commercial recreation uses can be expected to expand generally in proportion to population growth. These uses now occupy about 250 gross acres, and increases in scale with population would result in about 360 acres in 1985 and 520 acres in 1995. About three-fourths of the acreage now in use is auto-oriented (car dealers, service stations, and boat and trailer sales), while the remainder is in uses such as bowling alleys and theaters. These proportions are projected to continue.

Commercial and office space projections are summarized in Table 8.

Unlike industrial land, where a reserve in excess of need is desirable, a plan that designates excessive amounts of land for commercial use will have detrimental effects. Resulting artificial price increases will cause land designated commercial to be bypassed by development or to be only sparsely developed. Established commercial districts will be harmed, and even new shopping centers may remain uncompleted. The amount and location of commercial land should be carefully limited by zoning patterns which strike a balance between meeting current need and avoid the stifling effects of monopoly.



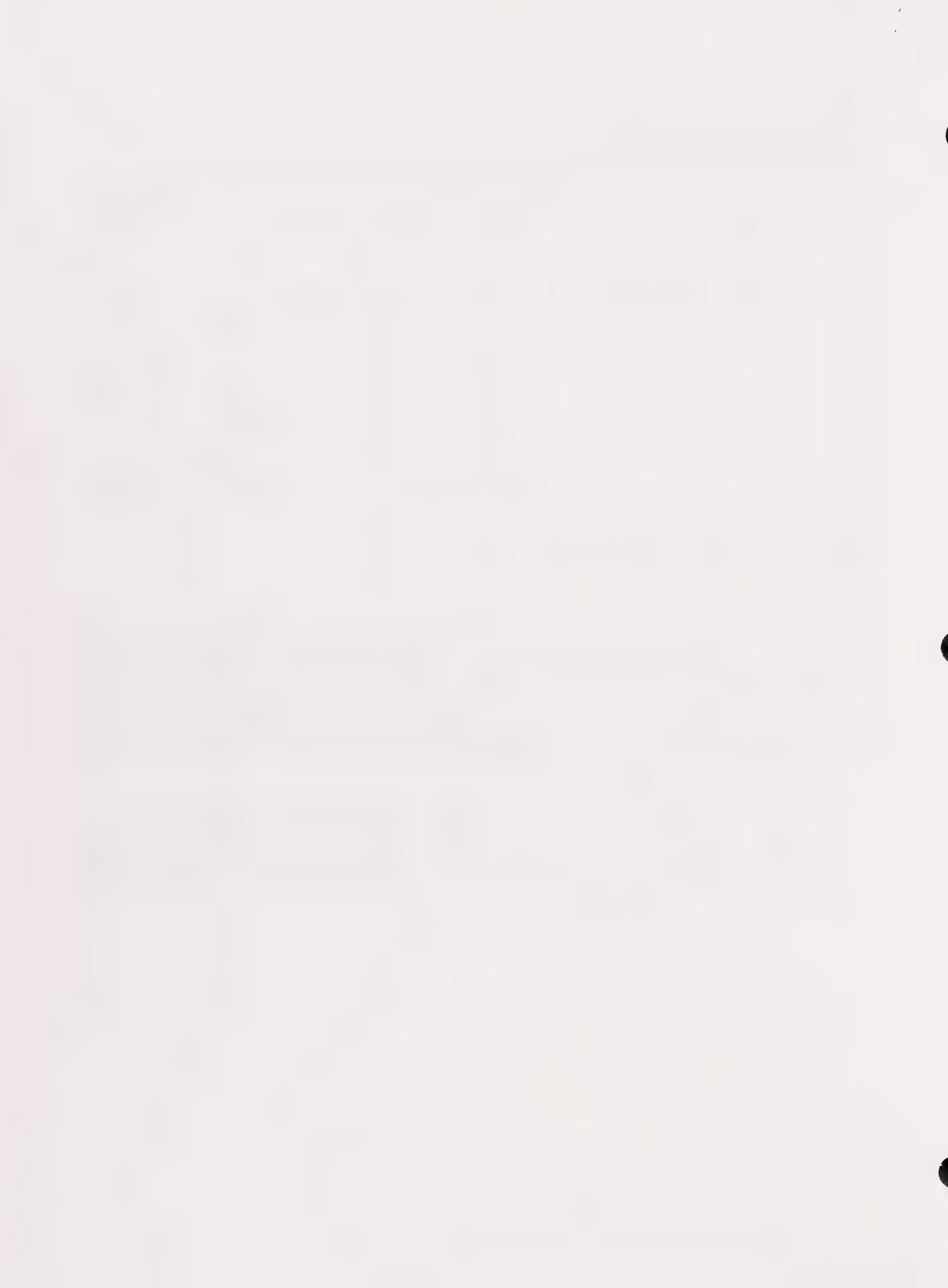
**TABLE 8****REDDING PLANNING AREA:  
EXISTING AND PROJECTED COMMERCIAL ACREAGE REQUIREMENTS**

	Net Acres 1968	Gross Acres 1968	Gross Acres 1980	Gross Acres 1995
Motel and Hotel	26	38	75	110
Offices and Personal Services	63	88	---	700
Retail	202	253	485	
Automotive Services	145	190	---	520
Commercial Recreation	49	61	360	
Total Commercial	485	630	920	1,330

**PUBLIC FACILITIES AND UTILITIES****SCHOOLS**

The Redding area is served by two high school and ten elementary school districts, several of which are only partially within the planning area. Table 9 lists schools in the planning area, and indicates site area, capacity, and 1968 attendance. There are about 7,600 public school students in grades kindergarten through eight, and another 3,240 in secondary schools. Private schools accommodate an estimated 570 students, almost all of whom are in elementary grades. By 1995 the planning area student population is projected to increase to about 16,400 in grades K-8 and 7,000 in grades 9-12, including private school students.

About 5 percent of the students in the planning area now are enrolled in private schools. The 1960 statewide average was 9.6 percent, but central cities in metropolitan areas typically have much higher proportions of private school attendance than smaller nonmetropolitan communities. Projections of school attendance assume private schools will continue to enroll about 5 percent of all students in the Redding area.



## **School Districts Redding Planning Area**



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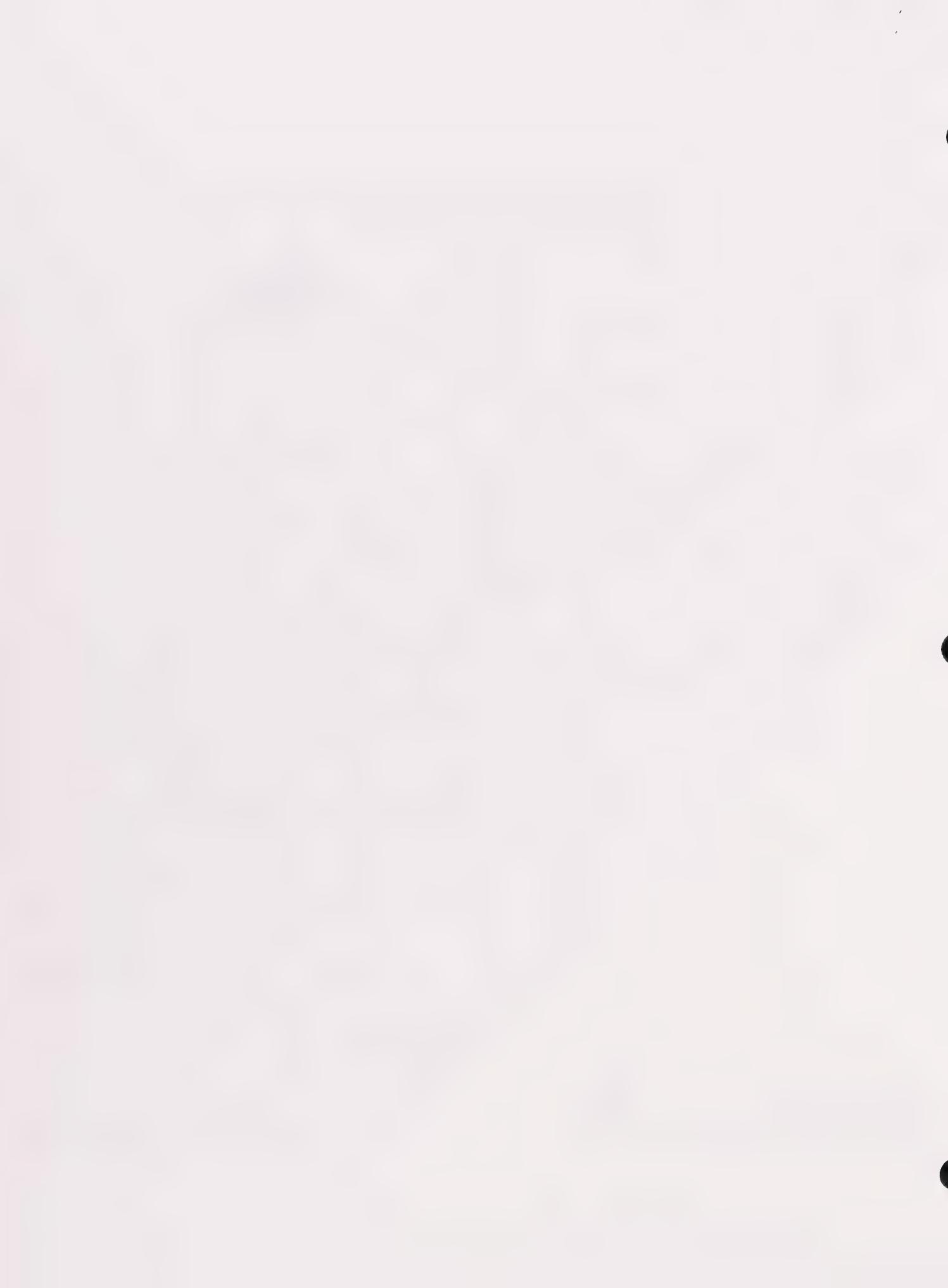
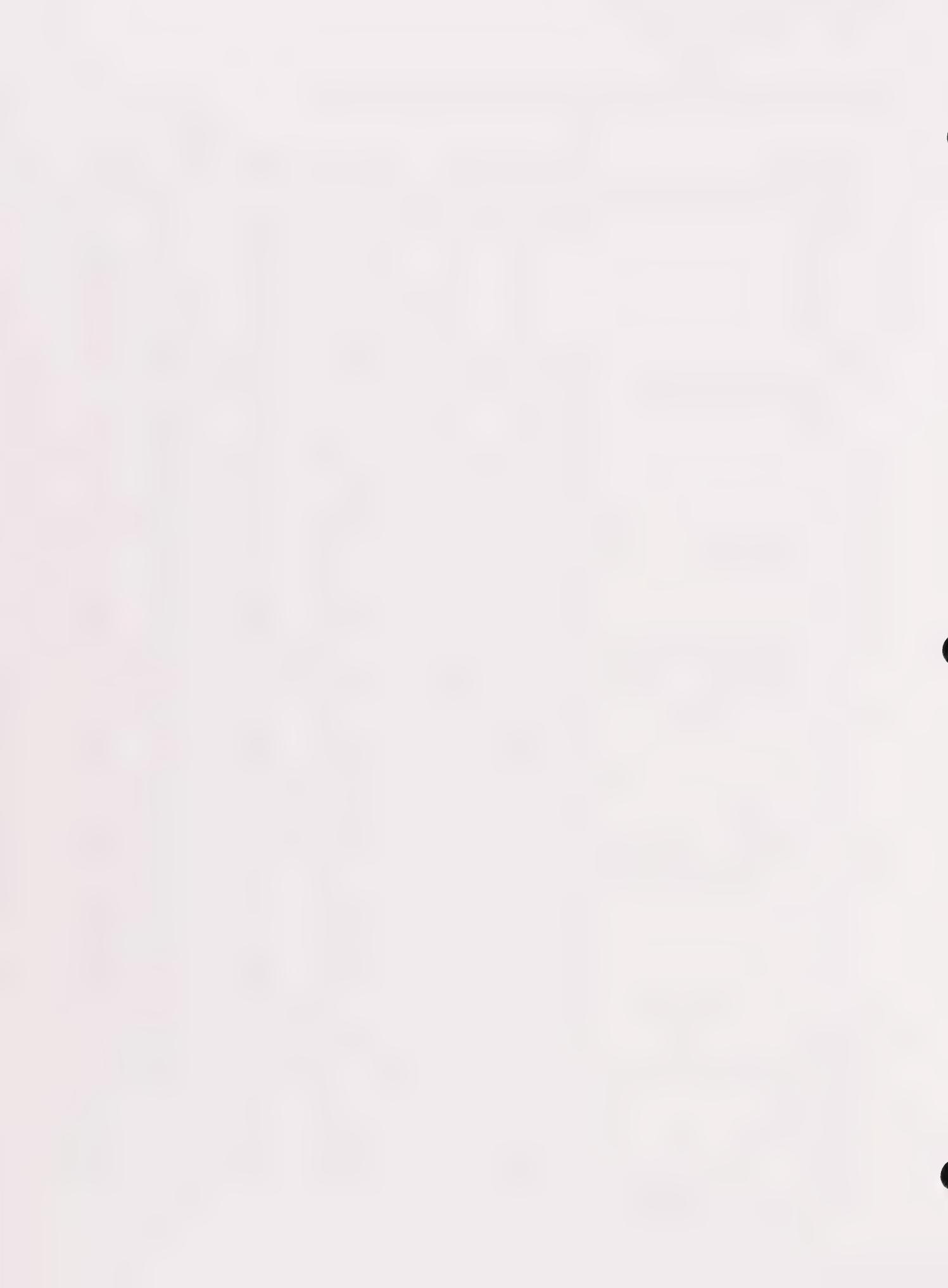


TABLE 9 - REDDING PLANNING AREA: PUBLIC AND PRIVATE SCHOOLS

District and School	Site Area (acres)	Grades	1968 Capacity	Fall 1968 Enrollment	Estimated Planning Area Students	Planned Capacity
Redding Elementary School District						
Bonnyview	12.8	K-5	460	409	409	600
Cypress	5.5	K-6	460	427	427	460
Juniper	16.3	K-6	430	358	358	600
Live Oak	20.5	6-8	420	371	371	600
Magnolia	2.9	K-6	430	417	417	430
Manzanita	10.8	K-6	490	493	493	600
Sequoia	31.0	7-8	450	459	459	800+
Sycamore	10.2	K-6	530	496	496	600
Subtotal	110.0		3,670	3,430	3,430	4,690+
Enterprise Elementary School District						
Alta Mesa	13.9	K-6	510	395	395	660
Lassen View	10.0	K-6	428	407	407	600+
Mistletoe	8.0	K-6	440	409	409	409
Parsons	19.3	7-8	535	542	542	750
Rother	14.1	K-6	420	393	393	490
Shasta Meadows	10.1	K-6	474	417	417	600
Subtotal	75.5		2,807	2,563	2,563	3,509+
Columbia School District	12.2	K-8	300	291	141	420
Buckeye School District						
Buckeye	9.6	K-8	360	468	468	540
Rocky Point	6.1	1-4	120	120	120	300
Subtotal	15.7		480	588	588	840
Shasta Lake Union School District <sup>(1)</sup>		K-8			16	
Junction School District <sup>(1)</sup>	13.2	K-8	570	514	85	570
Pacheco Union School District						
Pacheco	9.6	K-8	660	600	600	660
Prairie	10.2	K-6	210	165	65	420
Subtotal	19.8		870	765	665	1,080
Cascade School District <sup>(1)</sup>		K-8			56	
Grant School District <sup>(1)</sup>	10.0	K-8	105	70	12	500
Shasta Union Elementary School District <sup>(1)</sup>	10.0	K-8	325	262	40	410
Shasta Union High School District						
Central Valley <sup>(1)</sup>	31.0	10-12	850	655	60	1,250
Enterprise	34.2	10-12	1,225	1,160	1,000	1,325
Nova	25.0	9	1,225	1,150	950	1,350
Shasta	45.0	12-12	1,225	1,287	1,187	1,300
Pioneer	--	Continuation	40	40	40	75
Subtotal	135.2		4,590	4,292	3,237	5,300
Anderson Union High School District						
Anderson	--	9-12	1,250	1,337	125	1,800
Shasta County Special Schools	--	--	176	146	--	182
Private Schools						
Grace Baptist	4.1	K-10	200	134	--	450
Lawncrest Academy	5.1	1-10	300	136	--	300
St. Joseph Parish	9.5	K-8	330	330	--	400
Subtotal	18.7		830	600	--	1,150

<sup>(1)</sup> School located outside planning area



Overall, the planning area now has an estimated ratios of .829 public school student in grades K-12 per dwelling unit. Slightly lower ratios are projected for 1980 and 1995, in line with somewhat smaller family sizes resulting from declining birth rates. Significant differences will be found between districts, and in newer and older residential area. Newer single-family housing generally has a higher student population because families with children are typical residents of these neighborhoods. Old neighborhoods exhibit varying patterns depending on their particular characteristics. Experience in many fast growing California communities has shown that the highest student ratio occurs when an area is new, and that after the homes reach 15 or 20 years of age fewer students per unit can be anticipated. Some districts have built schools to accommodate the peak load, only to later experience a drop in attendance. On the other hand, old central city neighborhoods housing low income and minority families typically have high enrollment ratios. Elementary school attendance ratios in the planning area's more populous districts range from .47 per dwelling unit in Redding Elementary to .74 in Enterprise and .75 in Buckeye, with an overall average of .58 for all K-8 grade students.

Redding Elementary School District now has eight schools serving central Redding, Bonnyview-Live Oak, and a small area north of the Sacramento River. Magnolia and Cypress schools occupy small inadequate sites, and the District is considering closing these schools. Students could be accommodated at newer, larger schools in adjoining neighborhoods. Elementary schools have grades K-6, and two intermediate schools (Sequoia and Live Oak) accommodate 7 and 8 grade students from throughout the District. Because Live Oak does not utilize the full capacity of its 20.5 acre site, and it is likely that a new elementary school will be needed to serve the neighborhood, the District is considering converting it to a K-6 school and enlarging Sequoia to handle all students in grades 7 and 8. The 31 acre Sequoia site would accommodate this expansion.

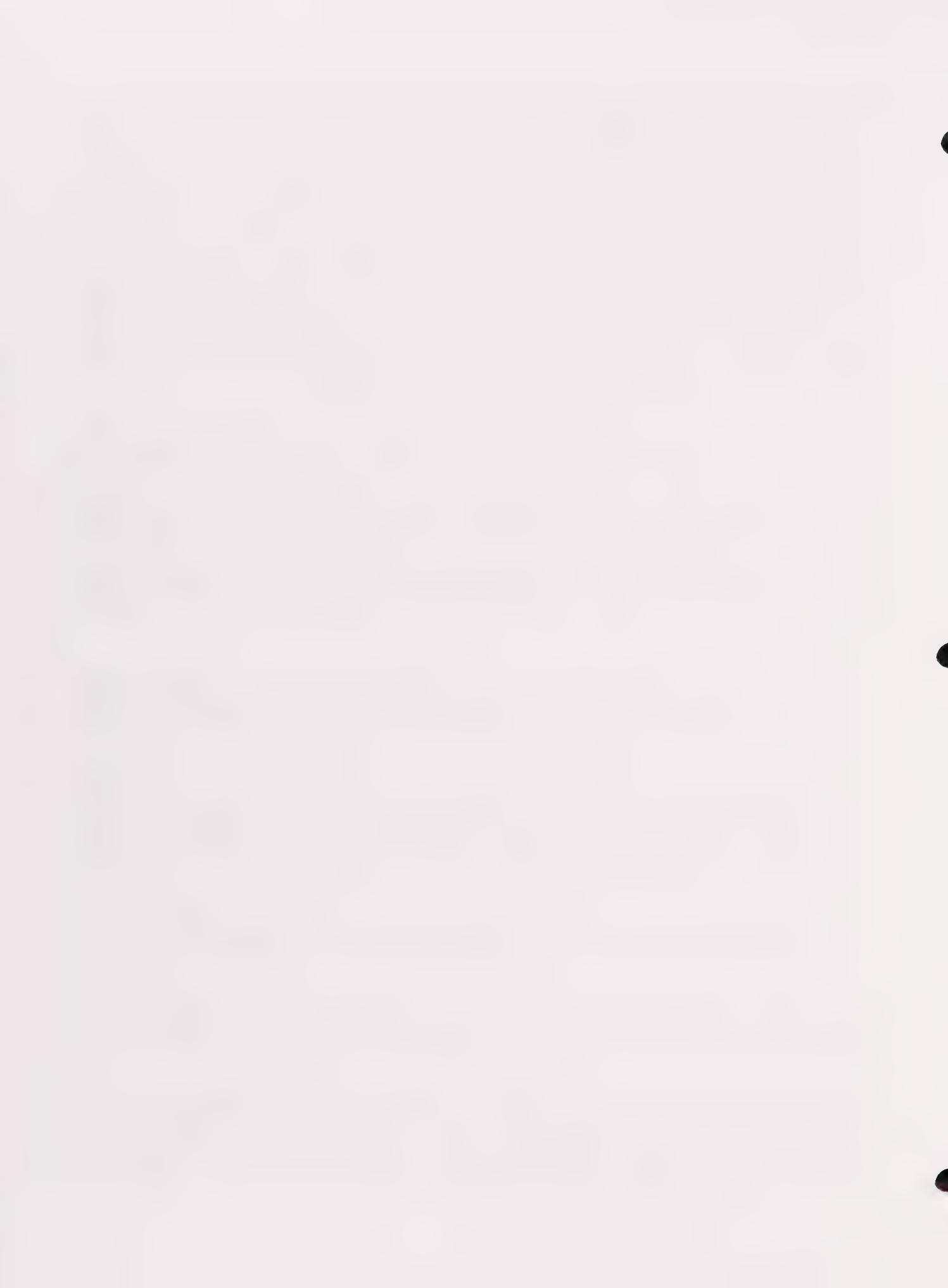
There are only 730 7-8 grade students in the Redding District now; and even allowing for substantial new residential construction, it is unlikely that there will be more than 1,700 7-8 grade students in the District by 1995. Whether a second 7-8 grade school in the Redding District will be needed will depend on the District's choice between one larger school or two small ones.

The Enterprise Elementary School District covers most of central Enterprise with five K-6 grade schools and one 7-8 grade school. Now accommodating a total of 2,600 students, these schools have a planned capacity of 3,500. Because much of the land in the District is vacant and developable, several new elementary schools and another intermediate school will be needed by 1995. With one exception (Mistletoe), Enterprise schools have sites of more than ten acres.

The Buckeye District has two schools - Buckeye with grades K-8 and the partially developed Rocky Point School with grades 1-4. The District has acquired an additional site for future school use, and a 10-acre parcel adjoining Buckeye School for eventual recreation development.

The Pacheco District, serving parts of Enterprise and Churn Creek Bottom, has two schools, one K-6 and one K-8. Here, too, the need for new schools will depend on the amount of development, but it appears likely that one additional school will be needed before 1995.

In the Pacheco and Buckeye Districts, as in the other smaller districts that overlap into the planning area, there are insufficient students to justify a separate intermediate school. One possible means of providing additional K-6 grade capacity would be to shift the 7-8 grade students to either Redding or Enterprise schools, through inter-district agreements. The intermediate students would enjoy the advantages that only a larger school with specialized



courses and facilities can economically provide, and the smaller districts would be relieved of the pressure for new construction, at least temporarily. In the long run, this result may come about by unification of the smaller districts, either by the choice of their voters or as a result of State policies fostering unification.

Almost all of the planning area is within the Shasta Union High School and Junior College District. Only a small portion at the south end is in the Anderson High School District.

Shasta High School District operates a ninth grade center, Nova High School, at the former Shasta High School plant. Students from throughout the District attend school here. The District has three high schools with grades 10-12. Shasta High occupies the former Shasta College campus in central Redding. Enterprise High School is located in Enterprise, and Central Valley High School in Central Valley services students from the northern and eastern portions of the District. If only planning area students were to attend the two high schools, another 10-12 grade school might not be needed; but since it is likely there will be sufficient students in the entire District to require four schools by 1995, a site within the planning area appears likely. Another ninth grade center also will be needed; and because most of the District's students will reside in the planning area, it can be expected to be located there as well. Planning area high school students in the Anderson District are expected to attend school in Anderson.

In 1966, Shasta College moved from cramped quarters on Eureka Way to its spacious new site on Route 299E at Old Oregon Trail. The two-year institution has a daytime attendance of about 2,600, and is projected to enroll 4,400 students by 1978. The college offers both day and evening courses, serving students from throughout northeastern California, although predominately from Shasta County. In addition to educational services, the college will assume a growing role as a cultural center. It also helps to attract new businesses and industries to locate in the Redding area.

During 1968 a special study committee examined the possibility of a full four-year college in the Redding area. The committee determine that although this was still some time distant, the goal of a four-year institution should be pursued. Current plans of the State college system do not include another four-year college serving northern California, but the State's higher education plans constantly are undergoing re-examination. It is possible that Shasta College might form the nucleus of a new institution, or it could be entirely separate.

## PUBLIC BUILDINGS

Redding will face decisions on new public buildings during the next quarter century. Within this period, the City will determine the locations of a police building, expanded utility and corporation yard facilities, and several fire stations.

The present City Hall on Parkview Avenue was recently remodeled and enlarged based on the concept that it would be used at least ten years longer. The present facility, including the City's corporation yard, occupies about 15 acres, and the City owns 7 acres of other property in the vicinity that is leased to the State Division of Forestry and the Shasta High School District.

Including South City Park on the west and the 25-acre former sewage treatment plant site on the east alongside the River, the strip in public ownership between Cypress Avenue and Parkview Avenue contains about 71 acres, of which 59 acres belong to the City. Because of its central



location and public ownership, a portion of the site logically could be used for staged construction of a public building complex.

The Police and Council Chambers building on Market Street has outlived its usefulness and must be replaced. A new police building could be combined with City administrative offices on the Cypress Avenue site. A location within the civic center would permit greater administrative efficiency and joint use of certain facilities and parking areas. However, a site near the County Court House and detention facilities perhaps would offer equal or greater benefits in the area of joint City-County law enforcement activities. Another possibility is a new building on the present site.

Culminating years of planning and effort that included a \$1.8 million bond issue, Redding's new Civic Auditorium-Convention and Trade Center at Turtle Bay opened in 1970. This multi-purpose facility, financed in part by a \$518,000 grant from the U.S. Economic Development Administration, will bring trade shows, conventions, and major cultural, entertainment, and sporting events that could not previously be accommodated in Redding. The auditorium seats up to 2,200, and can be arranged to accommodate such varied events as basketball games, symphony programs, and banquets for as many as 1,500 person. The facility should meet the planning area's needs for the foreseeable future.

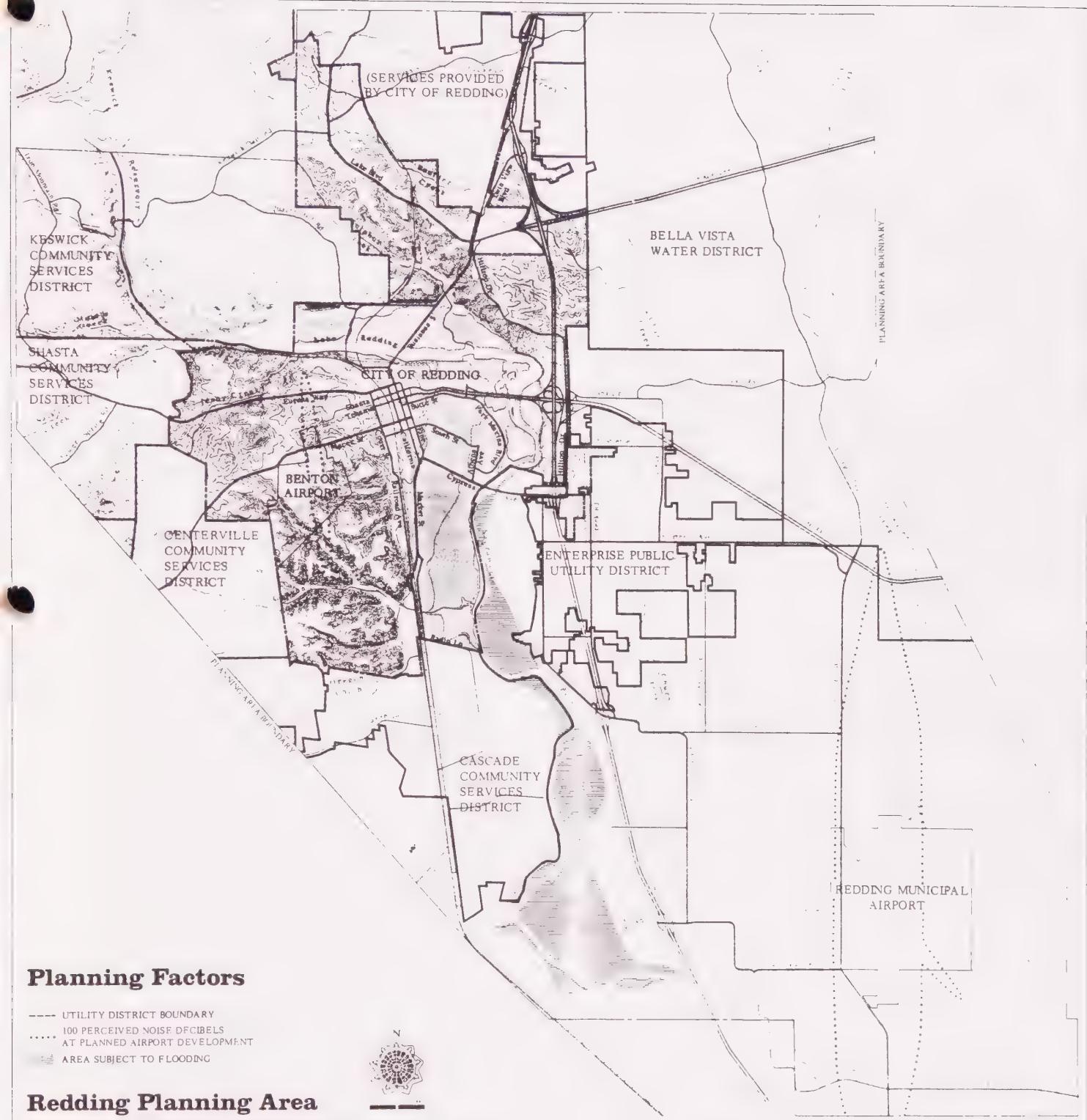
The County Government Center has grown both north and south from the original Courthouse site, with the addition of a library and office buildings in the past ten years. Current County plans envision one full block and four half blocks on the eastside of West Street as being ample for future expansion. If space becomes tight here, some County functions might be located on vacant County property in south Redding, where in addition to the hospital and sanitorium, the grounds now accommodate corporation yard facilities, and there still is room for expansion. The site adjoins the River and the banks are planned for recreational use.

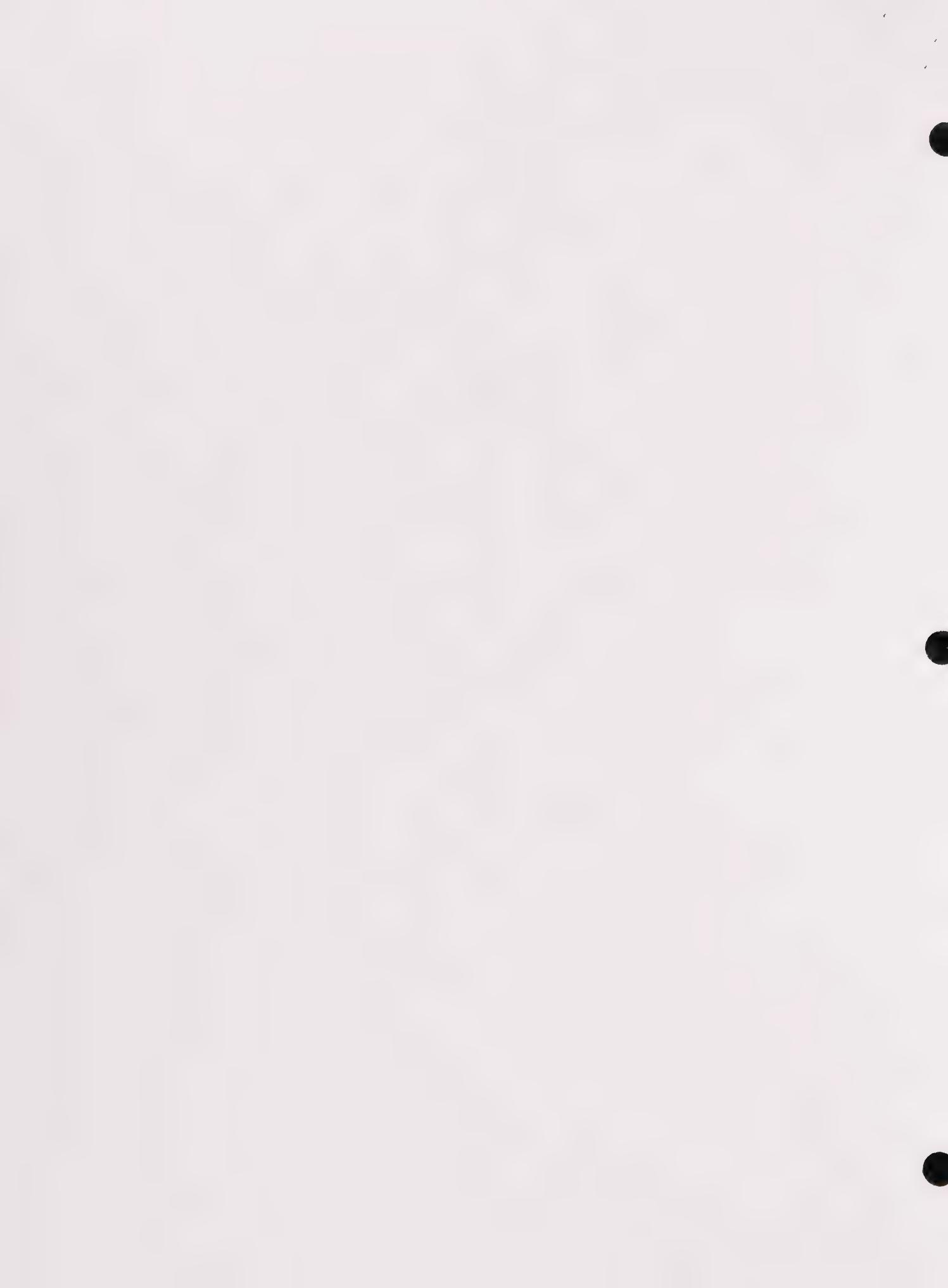
State and federal offices are found in various locations. Because there is relatively little contact between the State and federal agencies represented in Redding, it probably would not be realistic to push for a unified government center. Each facility should be located where it can best serve its particular clients. However, there is merit in encouraging as many government offices as possible to remain close to downtown, both to reinforce downtown concentrations and to keep the area alive with secondary offices and service shopping activities that the public agencies generate.

## UTILITIES

The planning area is fragmented into a number of utility districts, providing varying scopes of services. The principal districts are shown on the planning factors map, but there also are several small assessment districts that provide sewer service to individual subdivisions such as Westwood Manor. The City of Redding provides all utilities (except natural gas) within the City' boundaries, and supplies water to the former Buckeye Water District. The Enterprise Public Utilities District provides water, sewers, and fire protection to central Enterprise. The Cascade Community Services District provides water and fire protection in the Bonnyview-Live Oak area. Other districts are water-service agencies only. The Anderson-Cottonwood Irrigation District principally supplies agricultural water users south of the planning area, although portions of central and south Redding lie within the District.







There generally are few deterrents to continued urban expansion because of inability to obtain necessary utility services. A preliminary water plan for the Redding basin, prepared by Shasta County and the Shasta County and Cities Area Planning Council as part of the County General Plan studies, delineates eventual service areas for the present water districts and proposes ties between the districts to assure adequate domestic water in all areas. Inadequate water supply in portions of north Redding recently may have deterred growth to some extent, but the effect is only short range. When the demand for water justifies the cost of service extensions, the existing districts will be capable of providing service.

The City's new sewage treatment facilities south of Clear Creek can be expanded to serve almost the entire planning area, eventually including the area now served by the Enterprise P.U.D. As with water supply, the timing of extensions will depend mainly on existence of a potential demand sufficient to justify the costs of extending sewer lines into newly developing areas. The leaching capacity of soils in Churn Creek Bottom may make domestic sewer service unnecessary if densities remain low, but most other parts of the planning area will need sewers for intensive development.

Drainage problems will become more severe in unincorporated areas unless storm drainage systems are installed. The ravine network effectively drains most of the steeper lands; but in flat portions of Enterprise and south Redding, drainage systems are needed to handle the storm runoff created by urban development. In Churn Creek Bottom, occasional flooding from heavy runoff upstream has prompted proposals to construct a diversion channel from Churn Creek to the Sacramento River just south of Bechelli Lane-Churn Creek Road, to intercept flood waters. This project, to be financed almost entirely with State and federal funds, would limit flows in Churn Creek below the diversion point and would include a riding and hiking trail along lower Churn Creek as an added benefit.

The Anderson-Cottonwood Irrigation District currently is studying its future water requirements, in response to a petition for detachment of a portion of the District no longer in agricultural use. In the event that the District should someday no longer need its canal passing through central and south Redding, portions of the right-of-way should be considered for recreational development and other segments for a street.

Eventually, developed unincorporated areas surrounding the City, will have to face up to the issue of providing public services that urban areas require such as refuse pickup and disposal, parks and recreation facilities, urban-level police and fire protection, street lighting, and street cleaning. These services, typically supplied by cities, are more costly when provided by assessment districts and overlapping special service districts.

## **COMMUNITY APPEARANCE**

Redding should continue to capitalize on its greatest physical asset - the broad sweep of the Sacramento River. Lake Redding-Caldwell Memorial Park shows what can be done with the riverbank where flat land is available. But not all the bank need be landscaped. Much of the wooded shoreline should be retained in its natural state for enjoyment within the area and for viewing from other locations. Semi-public facilities such as the Elk's Club appropriately can benefit from riverside locations; the River is a scenic incentive for such uses to locate alongside. The sparkling water, the sheer cliffs and tree-lined banks, and the network of creeks and gullies leading from the River are all important scenic assets as well as potential recreational areas. Wherever possible, views of the River should be protected and enhanced; development of



prominent sites with attractive, well-designed buildings should be encouraged; and of course, public access should be preserved.

The approach to Redding from the east offers a fine view of the City, with Mercy Hospital and Nova High School standing out as landmarks. But the new freeway approach at Turtle Bay is the only major entrance to Redding not marred by unsightly commercial strip development.

Cypress Avenue provides the freeway traveler with services and also gives visitor and resident alike another entrance to central Redding. Here, stately trees, leading to the newly widened Sacramento River bridge, should replace overhead utility lines, and the median landscaping should be extended. Plantings are needed to reduce the bleakness of large parking lots such as at Village Plaza. The string of sheds and temporary buildings on public properties lining the street should be replaced with attractive new structures and permanent landscaping.

North Market Street, Redding's former front door on the north, provides a striking entrance as the motorist crests the hill at Lake Boulevard and begins the descent to the River. But the so-called "Miracle Mile" strip fails to carry through the invitation to Redding. Motels, restaurants, service stations, and auto dealers beckon to the motorist with garish, competing signs; and the few lonely palm trees in the median seem to be struggling for survival in a paved, automobile-oriented environment. More trees and landscaping of the broad roadway are needed, along with more restrained signing that identifies each use without blocking the next. North Market should have the aspect of a parkway, leading to the Sacramento River bridge with its view of Lake Redding and the water cascading over the weir, Caldwell Park, and the bluffs that mark the edge of downtown.

South Market Street is an extended strip of motels mingled with commercial services and industrial uses. It now is the back door for long distance travelers, but continues to be an important artery for local traffic entering Redding. North of the underpass the nearly continuous channelization makes it difficult to provide a landscaped median strip, but small traffic islands and appropriate areas along each side of the street could be enhanced with groups of trees that would not interfere with traffic movements. More restrained signs and a general upgrading of the appearance of commercial establishments lining the street also would help. Landscaping should stretch south from South City Park to extend its green beauty into adjoining areas. South of the underpass, the 300-foot expanse of divided highway, frontage roads, and railroad exceeds the width of most freeways. Generous planting must be added here to overcome this bleak prospect. Landscaping need not be expensive; clusters of trees, supplemented with bands of low maintenance shrubbery, could do much to improve appearance and create visual interest. Special landscaping and directional signs at the few crossing points would give identification and emphasis to these intersections.

Eureka Way, entering Redding through the western foothills, is another important artery. Apartment and office development, compatible with the terrain and nearby fine residential areas, fortunately has precluded the commercial strip that otherwise might have arisen. When Eureka Way is widened by Division of Highways, as planned in the next few years, the City should insist on a complete landscaping and channelization job that will enhance the street's appearance. Continued careful zoning regulations along the street will ensure that its present high standard of development will not be eroded.

At Village Plaza, uncoordinated building design and orientation has resulted from multiple ownerships. The traffic-circulation pattern is confusing, and the store entrances do not relate well



to each other. Potential improvements that would largely correct the deficiencies include relocated building entrances, coordinated parking, more direct traffic patterns between Village Plaza and adjacent stores, and an overall landscaping and signing program. The impact would be more than visual because these kinds of improvements would make the center more convenient as well as more attractive and would help it to compete successfully with new retail development that is bound to occur elsewhere.

Downtown is characterized by older one- and two-story structures, many with remodeled fronts, and a variety of projecting canopies and signs. Undergrounding of utility lines, as recently completed along the southern part of Pine Street, should be continued into surrounding areas which have the usual obsolete network of wires and poles. Contrasting newer office and service buildings surrounding the core emphasize the need for the Midtown Plaza project. Adjacent areas will continue to be upgraded on an individual property basis, but there is need for a plan that relates these efforts to the core-area program, with an integrated street tree and landscaping scheme, underground utilities, supportive parking areas, and coordinated traffic improvements.

Signs need not be suppressed, and originality in design should be encouraged. The recently adopted Sign Code established sufficient construction and technical standards for adequate sign control. If reasonable limits on size and location were established that related signs artfully to the buildings that support them and to their neighbors, a feeling of vitality and excitement would replace the present sense of clutter and confusion that dominates the commercial areas.

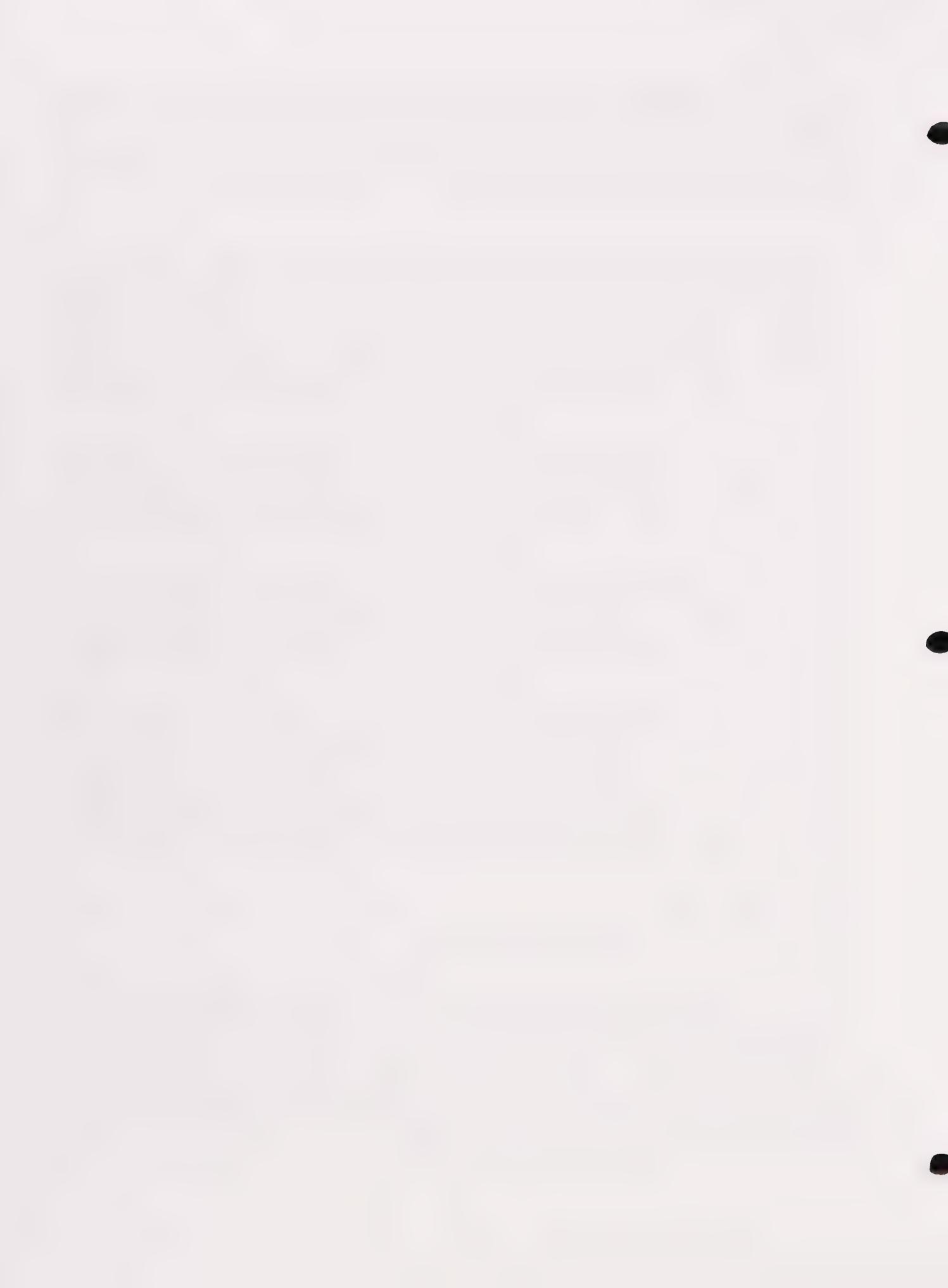
As the older residential areas around downtown Redding are converted to multiple family or to office uses, reasonable requirements will be necessary to ensure provision of landscaping and usable open space, to limit driveway curb cuts, and to obtain needed street improvements. As much as possible, the automobile should be accepted but not flaunted; and apartment and office parking areas should be attractively screened rather than blatantly exposed like used car lots.

Redding's residential areas have grown relatively slow over the years with few large scale, look-alike subdivisions; and development has taken place in all directions outward from downtown. For these reasons, new residential neighborhoods have attained visual interest and variety. Some have an urban look - fully paved streets with curbs, gutters, and sidewalks. Others, equally attractive and desirable, have semi-rural settings with few city-type improvements. Variety should be encouraged in site planning and building design in future subdivisions. Underground utilities should be required in all, and tree planting programs are needed where natural vegetation is sparse or trees are lacking.

## **THE GENERAL PLAN**

### **DESCRIPTION OF LAND-USE CLASSIFICATIONS**

The Land Use Element of the Redding General Plan illustrates six broad generic land-use categories. Each of these categories is further divided into sub classifications. This section describes the specific land-use classifications of the plan so that the public, as well as those who administer the plan, have a common understanding of the meaning and uses that can occur in each land-use designation. Based on these parameters, consistency can be obtained with zoning, permit approval, public works projects, and other ordinances drafted to implement the goals and policies of the Redding General Plan. In addition, these classifications serve as design parameters for various public works projects and plans.



## OPEN SPACE

Greenway - Greenway is natural open space and includes slopes in excess of 20 percent and the 100-year floodplain of the Sacramento River and various creeks and streams. Because of the inherent dangers to life and property and irrevocable damage to the natural environment, these natural land and water areas should not be urbanized or altered. Each of these areas is identified by best available topographic maps and special floodplain studies prepared by the Federal Emergency Management Agency.

In addition to health and safety concerns, these natural areas serve as places in which natural flora or fauna can be maintained in their natural state. They provide relief from urbanization, reduce siltation from excessive grading, buffer various land use activities and transportation, and can be part of our urban-trail system. Areas in excess of 20 percent slope do not carry any residential credit unless an entire parcel is so designated, in which case by use permit, 1.0 dwelling unit per 20 acres may be permitted. Areas of endangered plants or wildlife should also be designated as permanent open space. Land shown as natural open space is predominantly along the Sacramento River, Churn Creek, Sulphur Creek, Stillwater Creek, and the bluffs and creeks of west Redding. Airport approach areas may also be classified as natural open space in order to prevent damage to life and property or to prevent people from being subjected to the stress of excessive noise.

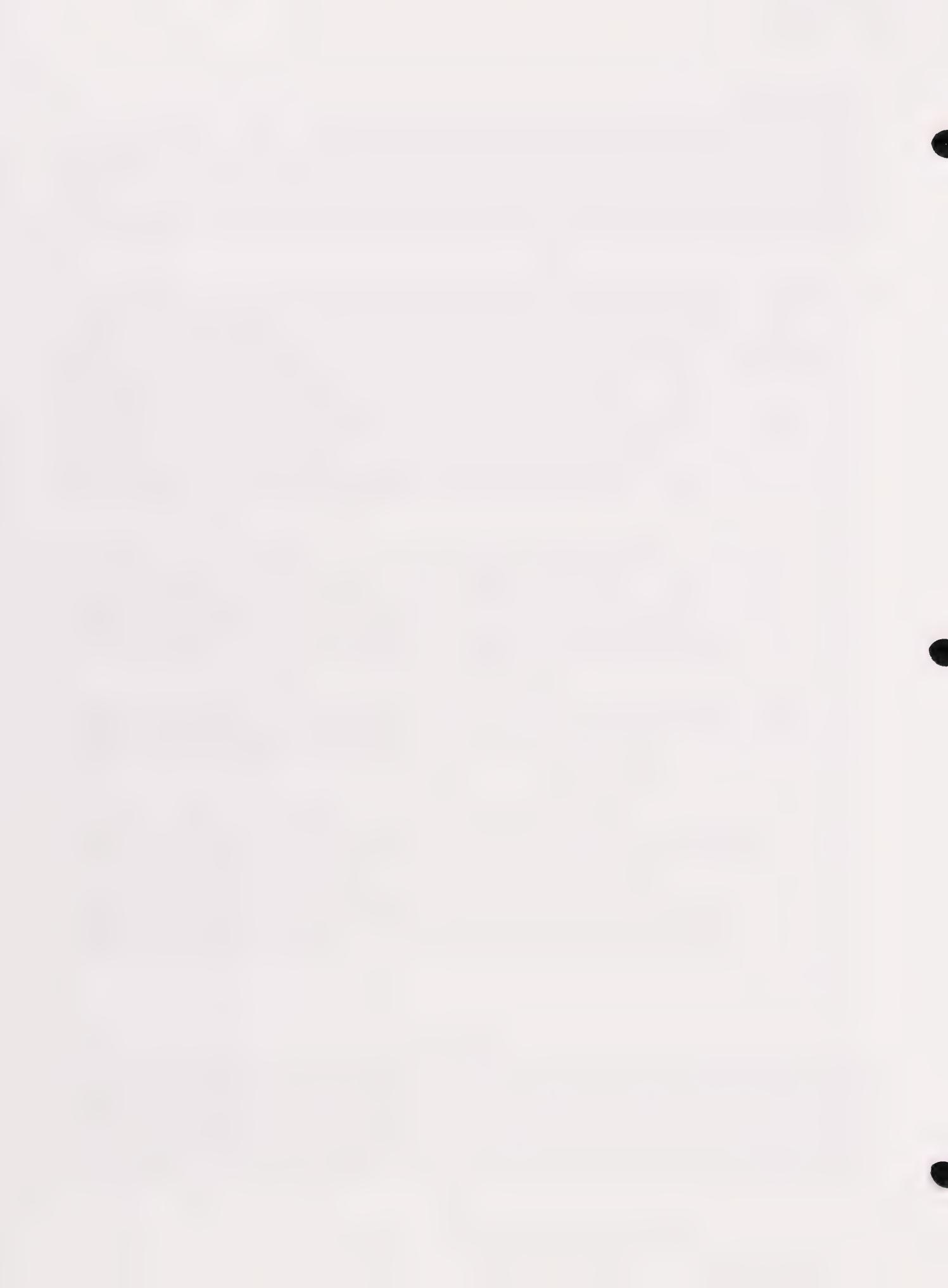
Improved Open space (Parks and Golf Course) - Improved open spaces consist of both private and public open space. This consists primarily of parks and golf courses. Parks, as described in the Recreation Element, include neighborhood, community, and regional parks. These areas are intended to provide urban locations for both active and passive recreation activities. School playgrounds, although depicted as institutional uses, are also considered as improved open space. Airport approaches can also be classified as improved open space.

Scenic Open Space (Greenway) - Scenic open space areas are natural or improved open space areas used to enhance the appearance of the community such as along designated freeways, major arterial, and the Sacramento River. Such areas may also be used to buffer residential or institutional uses from freeway noise.

Productive Open Space (Agricultural) - Productive open space consists primarily of existing agricultural land along the Sacramento River and Churn and Stillwater Creeks. These areas are predominantly Class I and II soils. All of these lands are outside the City limits. The minimum parcel size for this category is 30 acres. By permit, a second residence could be placed on the property for a family member or employee of the farming enterprise. Productive open space could also be designated for forest areas on public lands in west or northwest Redding; however, none are so indicated at this time. Productive open space is deemed compatible with airport-approach areas.

## URBAN RESERVE

The areas designated as urban reserve lie outside of the developed areas where basic water and sewer service are not available nor expected to be available for ten or more years. These areas are those that will ultimately be developed with urban uses or densities greater than two units per acre; however, they are considered premature for development within the next 10 to 20 years. It is felt that these areas should be preserved in large parcels in order to prevent sprawl, to prevent excessive government costs, to allow orderly extension of community services, and to



prevent fragmentation into numerous small parcels without urban services and necessary infrastructure. The minimum parcel size for these areas is 10 to 20 acres per dwelling unit. When it appears that these areas can be economically served by City water and sewer and other services, the General Plan should be amended to designate an appropriate urban land-use pattern.

## RESIDENTIAL

The largest single land use category, in terms of land consumed, is the wide spectrum of residential density classifications. The amended General Plan delineates residential density classification in terms of dwelling units per gross acre. There are ten residential density classifications of varying densities and one residential classification that would permit offices by use permit. In all the residential classifications, the maximum number of units permitted on any single parcel is computed by deducting any areas shown on the General Plan as "Greenway," "Steep Slope," or "Floodplain". The remaining area is then multiplied by the density factor shown for the parcel in question. Floodplain are areas subject to flooding by a 100-year flood, and steep slopes are areas in excess of 20 percent.

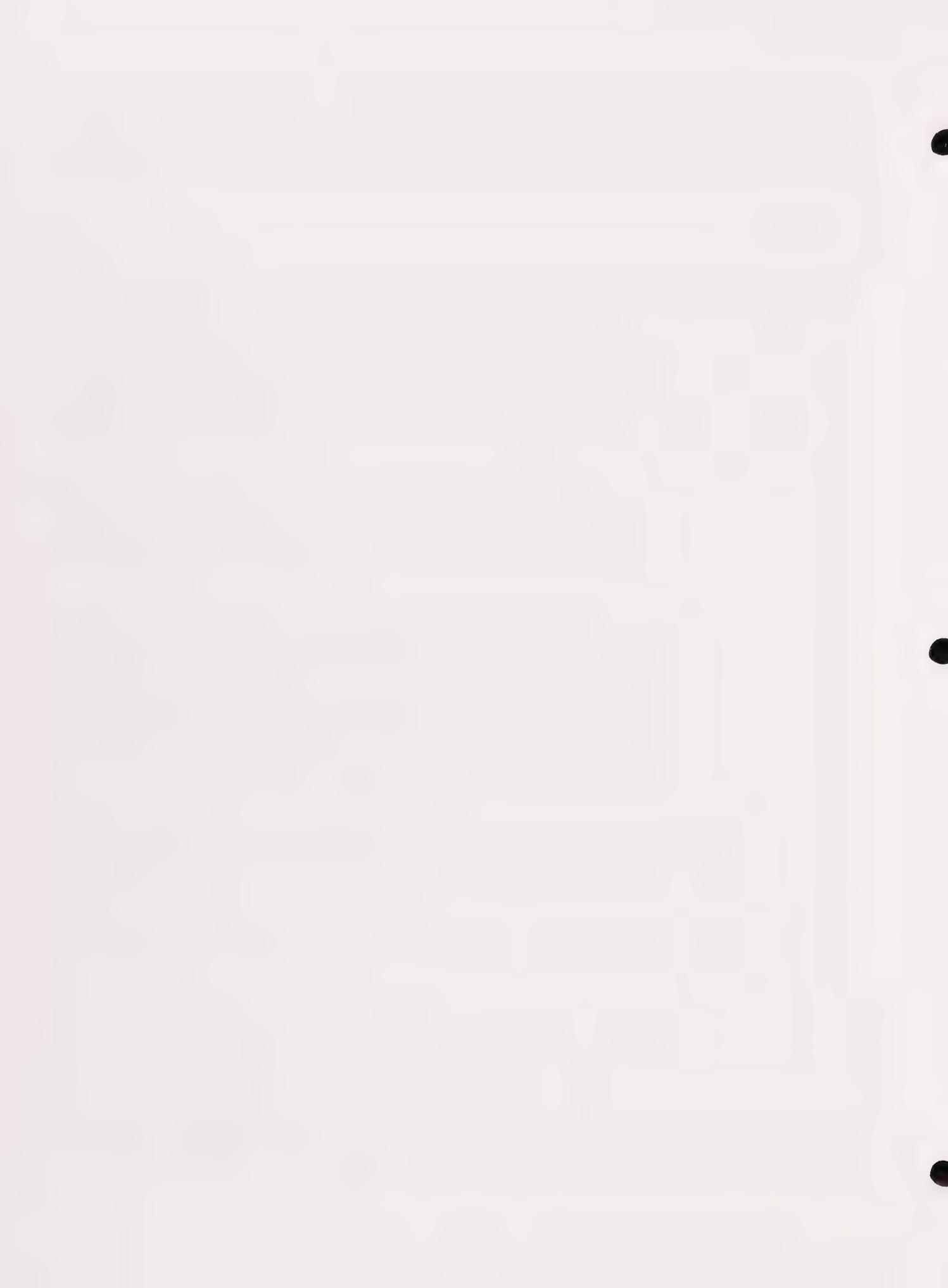
Nongreenway areas that are dedicated to a public agency for streets, parks or school sites, or other public use will not be subtracted from the maximum number of units permitted on a parcel. If a public agency pays the fair market value for said areas, they shall be subtracted from the maximum number of units permitted. All residential lots would have frontage on a dedicated and improved public street.

Planned developments and condominiums may be developed in residential districts for home ownership. Planned unit developments may be developed on 2.0-, 3.0-, 6.0-, 9.0-, and 18.0-dwelling-unit-per-acre classifications, provided there is a minimum parcel size of five acres, in order to provide flexibility in design, to preserve open space, to provide quality housing, to permit unified development of larger properties and to respond to the natural terrain in order to minimize grading requirements. Condominiums may be developed in 6.0-, 9.0-, 12.0-, 18.0-, and 24.0-dwelling-unit-per-acre classifications, in order to provide affordable housing, preserve open space, encourage energy conservation, and permit unified development of larger properties.

In planned developments and condominiums, bonus units in excess of the illustrated General Plan density may be permitted for outstanding site planning and design. Those bonus units could be up to 10 to 20 percent of the base total in planned developments and up to 10 percent of the base total for condominiums, provided it is found in each case:

1. That the number of units and the improvements proposed will not overburden the capacity of drainage facilities, utilities, or streets.
2. That the density and design of the project is compatible with adjoining development.
3. That there are no unmitigated substantial adverse environmental impacts.
4. That the development shall conform with the goals and objectives of the General Plan.

Residential planned developments or condominiums may be developed in office or retail-commercial classifications, provided there is a minimum parcel size of two acres and that the maximum density does not exceed 18.0 units per net acre.



Mobile-home parks are suitable for 6.0- and 9.0-dwelling-unit-per-acre classifications, provided there is a minimum parcel size of five acres and provided that in the 9.0 classification the density does not exceed 8.0 units per acre. Mobilehome parks should be on nearly level areas due to siting requirements and not in hillside areas.

0.5 dwelling units per gross acre. This single-family density is used where neither public sewer nor water is available, on certain hillside areas or in Churn Creek Bottom. Other than in hillside areas, the use of this category should be used in order to prevent premature land fragmentation in advance of urban services or reduction of agriculture lands.

1.0 dwelling units per gross acre. This is essentially a large single-family-lot urban density where public sewer is not available and where soil conditions are such as to allow the use of septic tanks on one-acre parcels. This designation is suitable for steeper hillside areas and in areas where the City does not plan to extend sewer service for topographic reasons. It is essentially an urban fringe classification for use in areas exclusive of greenway and commercial agriculture in which the one-acre-parcel pattern is prevalent.

2.0 dwelling units per gross acre. This is a single-family category with full urban services available. Typical lots range from 15,000 to 22,000 square feet in area. Planned-unit developments may be constructed in this classification as discussed later in this section. This density is suitable for areas of flat to moderate slope and in areas where this lot-size pattern is predominant.

3.0 dwelling units per gross acre. This is a single-family residential density with lots ranging from 9,000 to 12,000 square feet in area. This classification is suitable for areas of flat to moderate slope.

3.5 and 4.0 dwelling units per gross acre. These are single-family residential densities with lots varying in area from 6,000 to 10,000 square feet. These densities are suitable for areas of flat to slight slope. Good access is important to these areas so as not to overburden nearby residential streets.

6.0 dwelling units per gross acre. This is a transition classification that can be developed as small-lot, single-family residential; duplexes; planned-unit developments; low-density multiple-family apartments; and mobilehome parks in appropriate areas. Full urban services would be available and there would be adequate street access and utility capacities. This classification is suitable for areas of flat to slight slopes, depending upon the form of development. The minimum lot size for single-family homes would be 6,000 square feet and for duplexes or multiple-family developments would average about 12,000 square feet.

9.0 dwelling units per gross acre. This is a low-density multiple-family classification suitable for duplexes, apartments, dwelling groups, planned developments, condominiums, or mobilehome parks. Minimum lot sizes for duplexes and apartments should average about 12,000 square feet. Full urban services would be available, and there would be reasonable proximity to a major arterial.

12.0 dwelling units per gross acre. This is a multiple-family density for apartments, dwelling groups, planned developments, and condominiums. The minimum lot size should average about 10,000 square feet. Full urban services would be available and there would be reasonable proximity to a major arterial.



18.0 dwelling units per gross acre. This is a high-density multiple-family classification suitable for apartments, dwelling groups, condominiums, and planned-unit developments. This classification would be located close to major arterial, would have full urban services available, and would have minimum lot sizes averaging 10,000 square feet.

24.0 dwelling units per gross acre. This is a high-density multiple-family classification suitable for apartments and condominiums in the central core area where public transportation is available and many shopping needs can be met by walking. The minimum parcel sizes for this classification should average 12,000 square feet.

Office/Residential. The "Office/Residential" classification is conceived as a transition use within commercial areas or between commercial and residential areas. It is especially suitable for areas where there is some mixed office and residential use occurring already.

When property is used for residential purposes, the density should not exceed 14.0 dwelling units per gross residential acre. When used for office purposes, the office development and its accompanying off-street parking should be sited and arranged to protect the living environment of the adjoining residences.

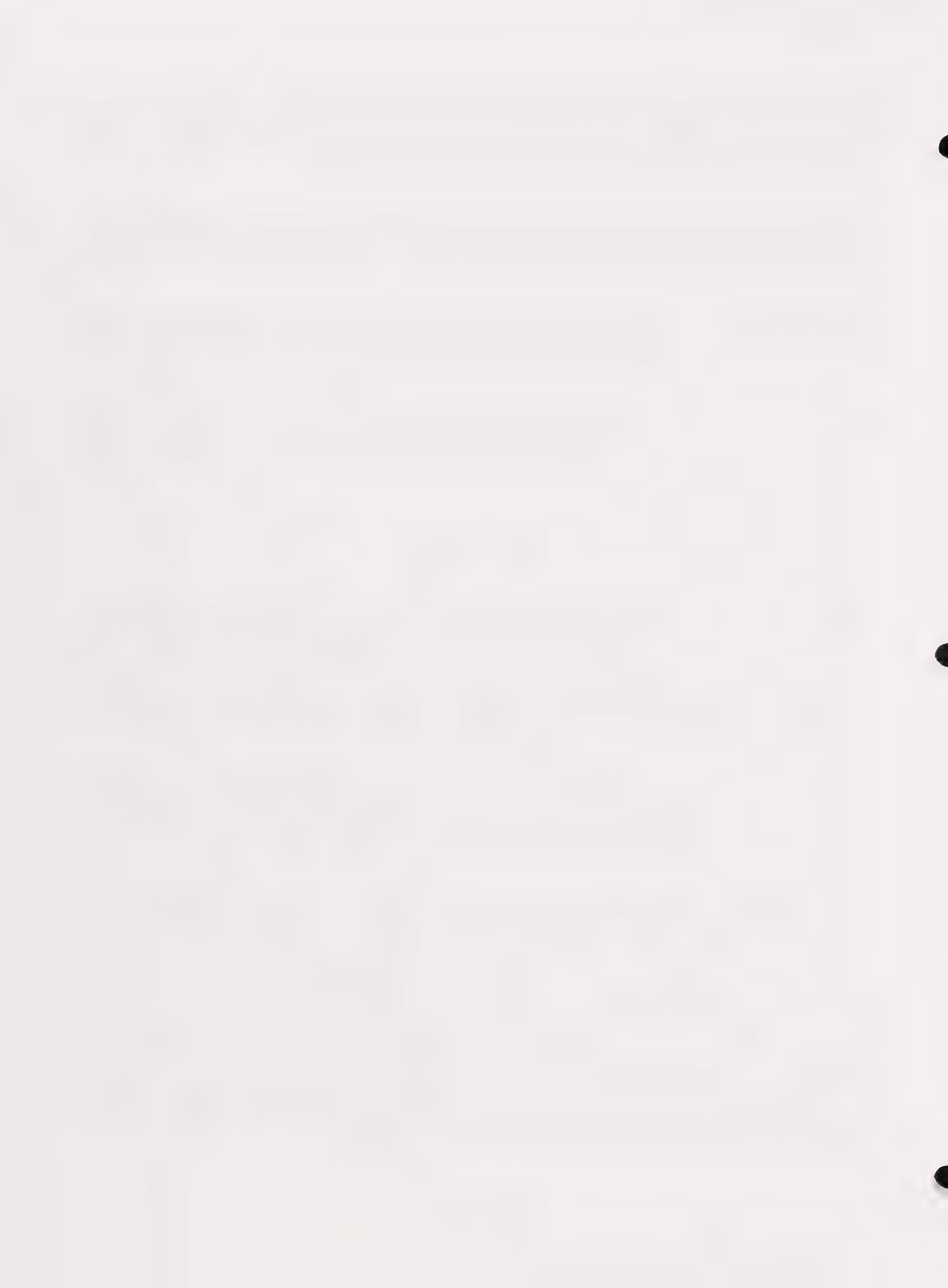
## COMMERCIAL

The proposed plan includes four commercial categories:

Office. The "Office" category is included to delineate sites for professional and business offices and personal-service business--with appropriate and compatible accessory uses. In zoning terms, it is designated as "CO" Office District or "R-4" Multiple-Family Residential District in more apartment areas. By use permit, the "Office" category may also be used for rest homes, convalescent facilities, and nursing homes. Further, subject to the issuance of a use permit, this designation may be used for religious, educational, cultural, recreational, governmental, public-utility uses, restaurant, mortuaries, and financial institutions.

The "Office" designation is concerned as a transitional area--between commercial and residential properties, with property-development requirements compatible with a living environment or adjacent to major employment centers such as government offices, hospitals, etc., and as such, the development standards are higher than those in more retail areas.

Retail Commercial. The "Retail Commercial" classification is designed to provide properly located areas to serve the retail shopping needs of people living in and using the planning area. A hierarchy of shopping areas is possible within the classification, including regional, community, neighborhood, and central business districts. Regional centers would be 40 acres or greater in area, community would be from 10 to 20 acres, and neighborhood would be from 4 to 8 acres. Key criteria in locating such centers would be access which does not impact nearby residential streets, compatibility with adjoining uses, and an adequate infrastructure system. This category is equivalent to the "C-1," "C-2," and "C-4" zoning districts, depending upon magnitude, location, and market. Residences, apartments, dwelling groups, or condominiums in hotel or multistory form are compatible within this area by use permit, provided densities do not exceed 21.0 units per gross acre. Use permits should be required for community and regional shopping centers and documentation of commercial demand through market analysis.



Service Commercial. This classification is to provide suitable locations for bulk retail, auto repair, wholesale, storage yards, or uses that are not suitable for retail-commercial areas or near residential uses. This category is generally equivalent to the City's "C-3" and "C-6" zoning districts in terms of uses permitted. The uses that can be constructed within this classification usually need screening from adjoining highways or adjacent residential properties. Access needs for large trucks and other heavy equipment are a key consideration in the siting of such uses as well as noise, odor, and glare. Residential uses are not appropriate within service-commercial areas except for watchman or owner occupied businesses.

Highway Commercial. This retail classification is intended as a refinement of the category to reflect the special commercial needs of the traveling public. Since Redding is situated in the heart of a major recreational area and is at the intersection of several State highways, there is a higher-than-normal incidence of motels, restaurants, service stations, and other tourist-serving accommodations. These areas are important for the image they create of the community and require special siting and amenity needs different from other commercial classifications. These uses are generally located near freeway interchange points with freeway exposure and easy access. Residential uses are generally not appropriate for this classification.

## INDUSTRIAL

Industrial and manufacturing uses have been incorporated into the Land Use Element of the General Plan in two major categories--General Industry and Extractive Industry.

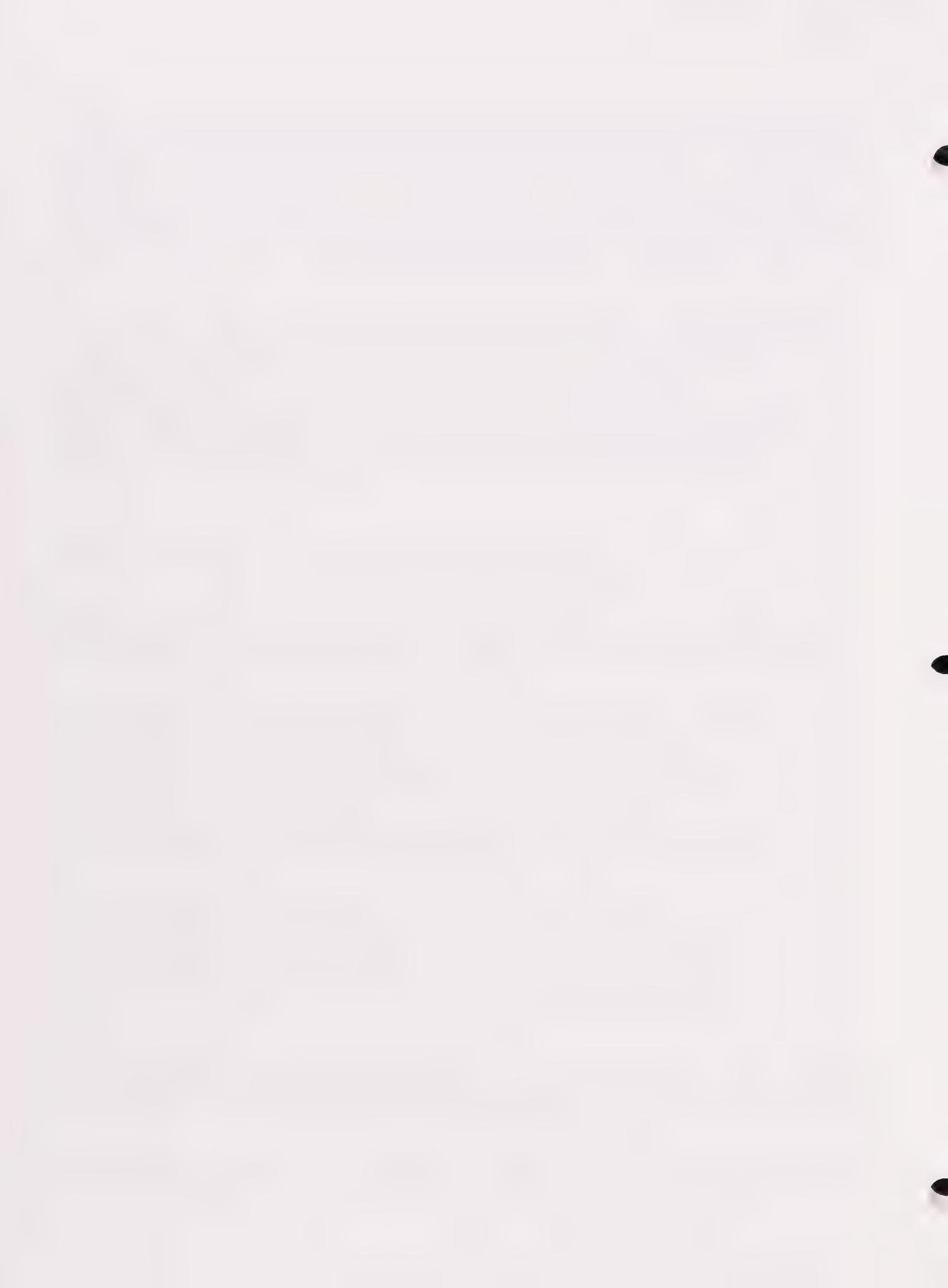
General Industry. "General Industry" includes the whole spectrum of manufacturing uses and wholesale warehouses and storage businesses. Zoning classifications are either the less-restrictive "M-2" Industrial District or the more restrictive "PI" Planned Industrial District.

Extractive Industry. While rock, sand, and gravel mining and processing are permitted uses in the "M-2" zone, the General Plan recognizes their unique characteristics and delineates them specifically. In years past, dredging, in conjunction with gold mining along several of the planning area's major creeks, washes, and rivers, deposited substantial quantities of rock (tailing) along the embankments of these drainage courses. Over the years, this resource has been exploited; and a number of rock, sand, and gravel operations and their accompanying concrete and asphalt-mixing and processing plants have been located in these areas. They play a major role in the building of roads, bridges, buildings, and other structures within the planning area.

When the mineral resource has been exploited and property is no longer used for mining or processing purposes, the land shall be graded in an appropriate manner which will allow the property to be used for other urban purposes. Such post-use grading shall incorporate finished contouring and slopes which will allow the property to drain properly, have reasonable use of the entire site in terms of access and building areas and leave the property in a safe, clean, attractive, and useable condition.

Both the "General" and "Extractive Industrial" categories have the need for easy truck access. Railroad siding is often an important transportation linkage for some of the operations. The extractive industries and many other industrial uses are noisy and need space separation and visual screening from adjacent highways and more restrictive land uses.

These industrial uses are vital to the economic well being of the area. As such, they must be protected from residential and other incompatible encroachments. Conversely, to maintain a



good-neighbor relationship with others in the planning area, the industries must be aware of this relationship and treat the common boundary areas of their properties with more restrictive uses in a sensitive and compatible way. Residential uses other than caretakers are not appropriate for industrial classifications.

## PUBLIC AND INSTITUTIONAL USES

This classification consists of public and quasi-public uses, including but not limited to, schools, government offices, government services and facilities, fire stations, hospitals, cemeteries, waste-water treatment facilities, airports, and domestic water-storage facilities or landfills.

These uses and the manner in which they are introduced into the community have a considerable influence on the image of the City and of the entire planning area. Further, such uses are often in or near residential areas; and care needs to be exercised in the siting of buildings, parking areas, playfields, landscaped areas, and the scale of the facility in regard to the context of the area in which they are located.

Some public and institutional facilities can generate considerable traffic--both vehicular and pedestrian. As such, their siting and methods of providing access and adequate off-street parking need to be given special attention.

The noise-generating functions of some of these areas may also require space separation and landscaped buffers between such noise-generating parts and their neighbors, particularly where adjacent property is used for residential or other more-restrictive uses.

All public and institutional uses should be subject to a plan-review process prior to the issuance of permits to construct such facilities. The review process should address the concerns stated above to assure that these public and institutional uses are allowed to provide their intended functions and service to the people of the planning area in a context compatible with their surrounding environment and to treat them comparable to private uses, taking into consideration their regional or area-wide importance, community need, and costs if not developed or developed elsewhere.

Airport Service. This classification includes activities which are typically associated with airports and airport-related uses as follows:

Those activities involving the sale of aviation services for profit to the general public, including maintenance, storing, and servicing of aircraft; sale of aircraft parts and accessories; sale of aircraft fuel, lubricants, and propellants; sale of aerial survey photography and mapping services; sale of aerial taxi and sightseeing services; operation of nonscheduled and chartered transportation; etc.

Those activities which involve the maintenance of facilities for the basing and servicing of the aircraft of an individual, private organization, or corporation solely for its own benefit and not for the public.

Those activities which do not require direct airfield access such as transient retail service, and lodging uses such as hotels, motels, restaurants, conference centers, car-rental agencies, lounges, and service stations, provided all applicable safety criteria are met.



Areas set aside or used for the operation of aircraft, including areas to be reserved for protection from encroaching obstructions or facilities such as clear zones, runways, and taxiways.

Areas required for airport maintenance or operating services such as fuel storage, air navigational aids, and hangar and tie-down areas.

Areas encompassing the passenger terminal buildings, automobile parking lots, service and passenger roads, and portions of aprons adjacent to the terminal buildings.

## ZONING CONSISTENCY GUIDELINES

The following relates zoning districts to General Plan classifications in order to provide a guide for consistency findings. Generally, zoning districts may be more restrictive than the General Plan designation and still be consistent. In many instance, combining districts are used to reflect considerations from the various elements of the General Plan, to protect the environment, to reflect the circumstances of the particular location, or to achieve General Plan objectives.

<u>General Plan Classification</u>	<u>Zoning Consistency Guidelines</u>
4.0 units per acre or less	U, R-1, PD
6.0 units per acre	U, R-1, R-2, PD
9.0 units per acre	U, R-2, RM-6, R3-40, PD
12.0 units per acre	U, RM-9, R3-30, R3-40, PD
18.0 units per acre	U, RM-12, R3-25, R3-30, PD
24.0 units per acre	U, RM-18, R3-15, R3-20
Office/Residential (OR)	U, R4-40, R4-30, R4-25, R4-20, PD
Office (OFF)	U, R4-15, R4-20, CO
Retail (R)	U, C-0, C-1, C-2
Service Commercial (SC)	U, C-2, C-3, C-6
Planned Industrial (PI)	U, PI
Industrial (IND)	U, M-2, PI
Public/Institution (P or I)	All
Airport Service (AS)	U
Agriculture (AG)	U, R-1A
Park/Golf Course (P/G)	All
Greenway/Steep Slope/ (GW)	U, U-F, FP
Floodplain/Scenic	

The above are subject to any specific policies incorporated into the General Plan or area plans, the public hearing process, the circumstances of each individual application, and criteria developed in area or specific plans.

Generally, in converting the General Plan to zoning, the number of units shown on the General Plan will be listed as gross acreage and counted to the center of all adjoining streets. Zoning will reflect the net buildable acreage and, in some cases, may reflect a higher unit-per-acre criteria than shown above in order to convert gross acreage to net acreage and account for street, school, or park dedications. Additionally, open-space zoning or zoning that does not incorporate



any residential density may be used in combination with other districts to achieve General Plan consistency. It is not the proper use of zoning to achieve de facto General Plan amendments.

## SPECIFIC AND AREA PLANS

Specific and Area Plans are considered as further refinement of the General Plan. Area plans, when adopted, shall be an extension of the General Plan. Specific Plans are generally more sensitive to the intrinsic qualities of the site or location and are more detailed in their objectives and standards. Zoning, use permits, and subdivisions approved by the City must be consistent with Specific and Area Plans.

## 10 YEAR CITY IMPROVEMENTS PLAN

The typical General Plan, covering a period of 20 or 25 years, lacks a time scale that would provide a basis for determining when a particular improvement will be needed, or when a zone change consistent with the plan would be justified. A capital improvement program with its emphasis only on public projects within a relatively short four- to six-year period gives some guidance, but does not provide a basis for coordinated decisions on both capital expenditures and development controls related to anticipated short range future growth patterns.

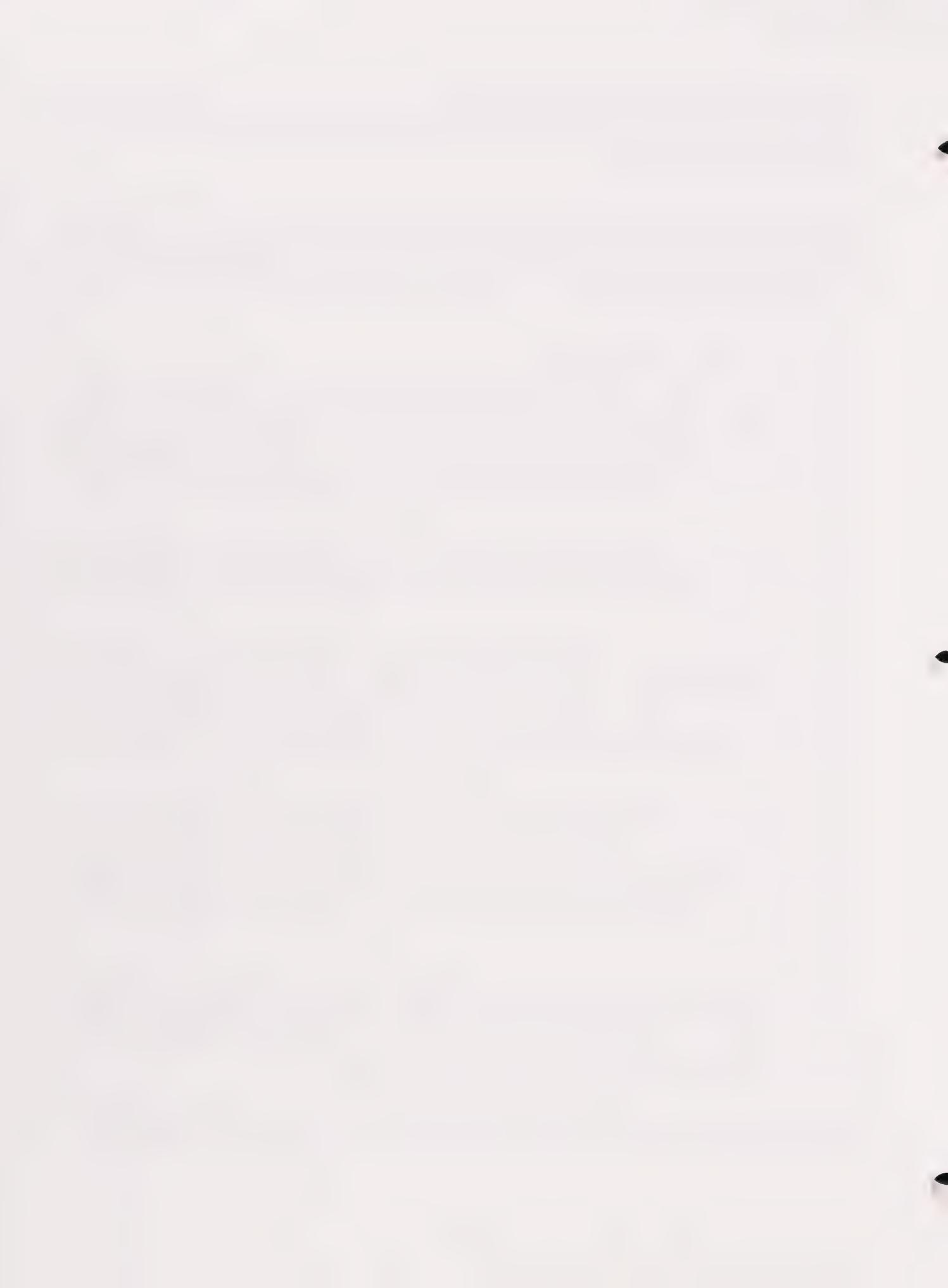
The 10 Year City Improvements Plan is based on projected locations and intensities of development anticipated during the next decade, assuming the City takes appropriate actions to effectuate the plan. Growth is likely to take place in the projected pattern even if it does not occur at the rate forecast.

The City Improvements Plan overlaps but does not duplicate the function of a more precise capital improvement program. It looks further ahead than a capital improvement program and proposes project priorities, but it does not schedule projects year by year or attempt to indicate the source of funds for each. It does not include electric utility facilities, the sewage collection system, or the water distribution system operated by the City, because these are supported by user charges. It also excludes schools and other public facilities not owned by the City.

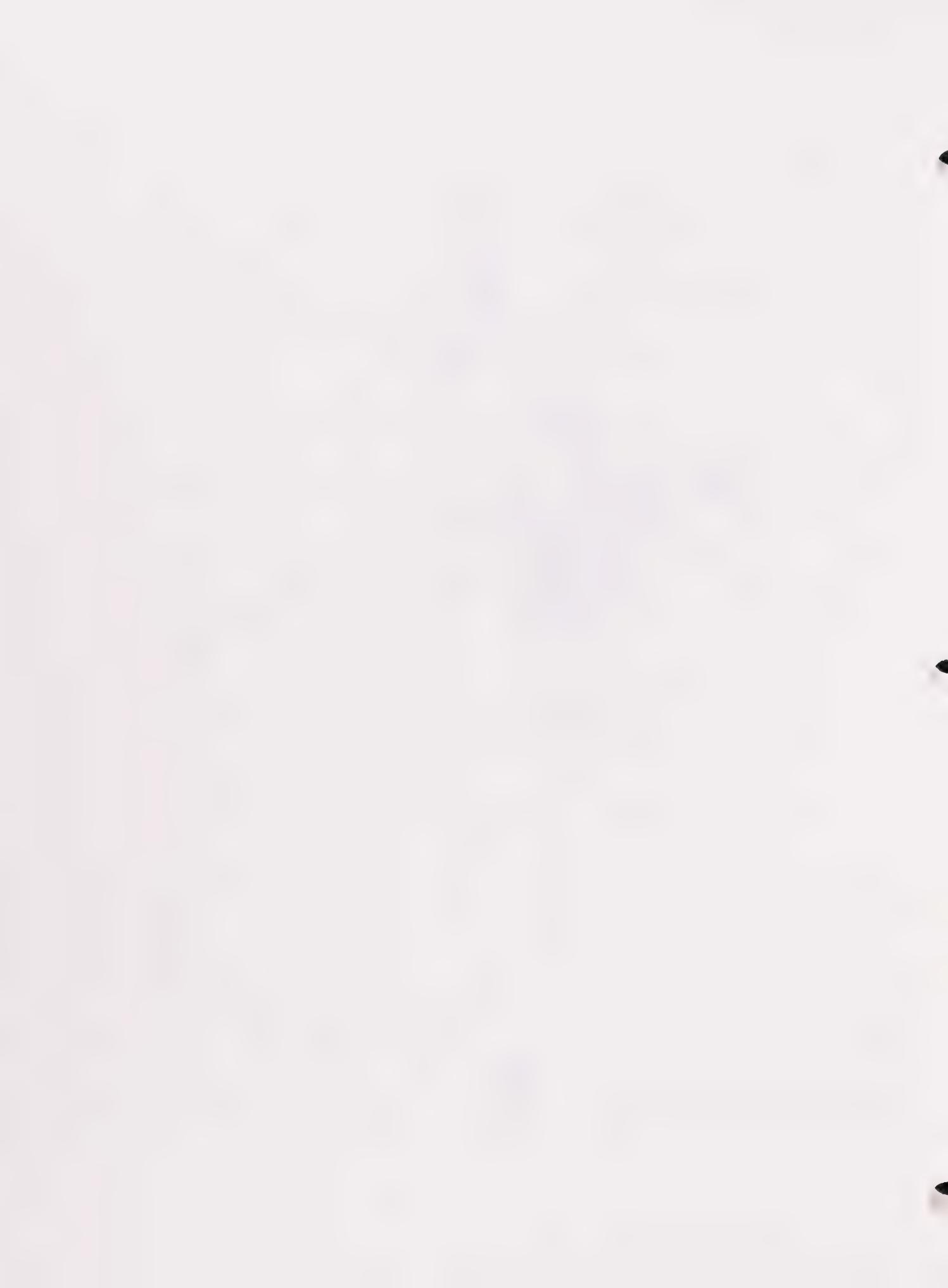
The City Improvement Plan map shows the location of projects proposed during the ten-year period. Deferred projects and projects that will not be required until after 1980 are not shown. The plan map also does not show projects scheduled during 1970-80 for which sites are undetermined such as the water filtration plant planned in the general vicinity of Hill 900 and the refuse disposal site that must be acquired before 1980. Also not shown are miscellaneous street improvements and drainage improvements for which precise locations and scheduling are not determined.

The map shows the degree of development expected in residential areas by 1980 in terms of "percent development," indicating the number of dwelling units projected in various portions of the City as compared with the ultimate number of units when the areas are fully developed. Should growth occur at a rate not anticipated or should substantial development take place in areas other than those indicated, adjustments to the plan would be in order.

Prior to assigning priorities, project costs were estimated for each major project needed during the 25-year planning period. All costs were estimated in terms of current dollar values, and







allowances will have to be made for inflation of land and construction costs at 5-10 percent per year. Costs are shown only for those projects included in the ten-year plan. Estimates for projects programmed after 1980 are not shown because it is difficult to foresee market conditions that far ahead.

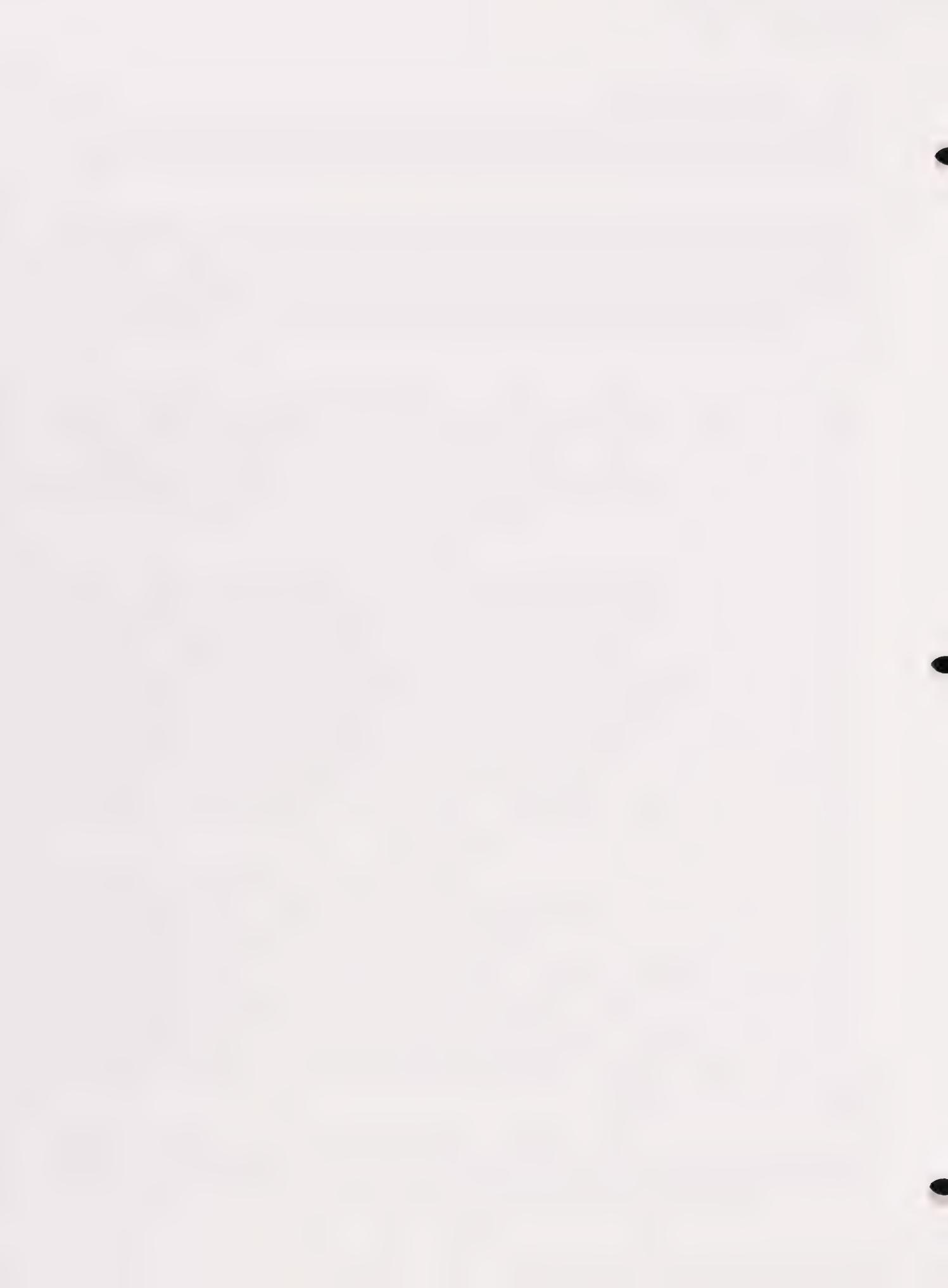
The improvements plan makes no attempt to match project costs with anticipated revenues from various sources because it is practically impossible to anticipate either timing or amounts that will be available from federal and State grant programs, matching fund programs, local bond authorizations, and the like. But at the same time, the plan avoids being utopian about what the City can afford to do, and many of the projects listed for construction after 1980, particularly park acquisition and development, would be highly desirable at an earlier date if financing could be obtained.

Using the 10 Year Improvements Plan as a basis, the City should now prepare a capital improvement program covering the next five years and pinpointing revenue sources for each project and scheduling projects on a year-by-year basis. The capital improvement program, updated annually in connection with the City's budget-review process, will enable City departments to achieve optimum allocation of their resources and to have construction plans prepared sufficiently in advance to minimize cost escalation after a project is authorized to proceed.

Capital improvement projects compete with the City's annual maintenance and operating expenses, and with each other, for available funds; and obviously a set of priorities must be established for the sometimes meager amounts available for new site acquisition and construction. The process of setting priorities combines an assessment of the relative importance of projects with a judgement of appropriate timing and most effective sequence. These decisions on the municipal level are made much like personal decisions, in that sometimes the decision is based on what can be afforded, and sometimes it is decided to afford something highly desired and to forego some other luxury or necessity. The annual capital improvement budget logically can be the residual amount left after operating expenses have been paid, but operating costs themselves are subject to variation according to the community's sense of priorities. There are no simple rules for deciding whether to spend money on a fire station or a park, for example, that must compete for the same limited funds. If public safety needs always received the highest priority, parks would never get into the municipal budget.

Advance acquisition of sites for public projects often is cited as a financial benefit derived from careful planning. However, local governments are chronically unable to achieve their capital improvements goals, and advance purchase at a lower price than prevails in later years may be at the cost of a missed opportunity or a deferred facility elsewhere. Future taxpayers benefit from the lower cost of advance site purchases, but present residents find their money invested in a site they cannot use. Even though interest on public loans is much lower than the usual land price appreciation and the only additional holding cost is lost tax revenue, the optimum time for site purchase is not always long in advance of use. Advance acquisition versus development is a constant dilemma. Whereas failure to acquire a park site may condemn an area to permanently substandard service, five years' deferral of development on existing park sites may leave a generation of children unserved.

In the end, the choice is largely a matter of community taste, expressed by the viewpoints of those elected to the City Council. A logical set of priorities can only be established by weighing all of the competing demands on the City's resources, and by assessing the community's desire



and ability to pay for services and facilities. This is essentially the budget-making process, appropriately the function of the Council with the advice of the City Manager.

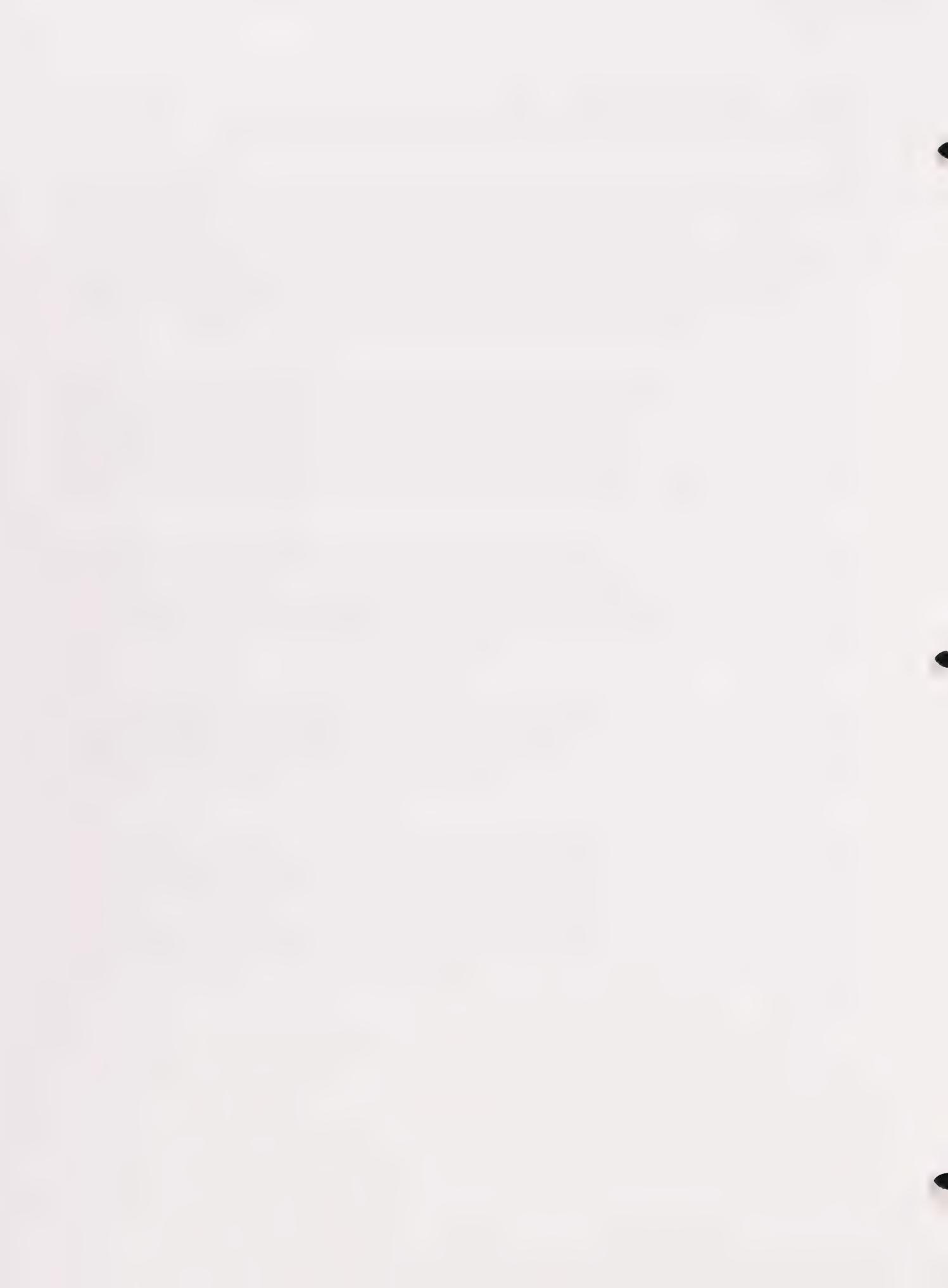
The City Improvements Plan lists projects generally in priority order, both within the first ten-year period and the subsequent period for which deferred projects and those needed after 1980 are listed. However, it should be understood that some of the projects may be completed in phases, and that one may be initiated before another is completed. The listings indicate relative importance as evaluated by the consultants and the City staff; but because major projects such as the water filtration plant and the primary treatment system for the sewage disposal plant will depend heavily on availability of federal grants or perhaps bond funds which must be authorized by the voters, construction of the projects may not occur in the exact order listed.

The improvements lists should be regarded as reasonable goals to be attained, in approximate order of priority, and as measures of the need for new sources of municipal revenue. The current trend in local government finance is that personnel and maintenance costs are outstripping the rate of revenue gains, with the result that funds for capital improvements are becoming increasingly scarce. Inevitable land and construction cost escalation, between 5 and 10 percent per year, must be matched by revenue increases over and above those gains that parallel growth of the City and the need for additional facilities.

Redding has in the past and will continue to depend heavily on outside funds to pay for many of its capital improvements. Federal funds have been used in recent years to finance all or part of the Auditorium-Convention Center, the acquisition of land at Turtle Bay, and for major utility facilities and airport improvements. Gas tax funds parceled out to cities and counties by the State, some of which can be used only for construction, are the prime source of financing street improvements.

A projection of anticipated local revenues over the ensuing ten-year period from existing sources, and assuming continuation of current service charges, falls far short of providing sufficient funds even to pay operating expenses. Clearly, Redding will be increasingly dependent on State and federal subventions if its capital improvements goals are to be realized, and its essential construction programs complete.

Nationally, local public finance is approaching a period in which major changes can be expected. The federal government has nearly monopolized the riches, most equitable, and most easily administered tax source - the income tax. During the 1950s and 1960s increasing federal grants were made available to local governments for special purposes, and the long-term trend points to a gradual rise in the amounts of the grants and broadening of the purposes for which they may be used. Cities simply do not have adequate revenue sources available to meet their needs, and attempts to increase revenues substantially using present local sources would result in severe inequities.



GENERAL PROJECTS: PROPOSED IMPROVEMENTS, 1970-1980

Name	Location	Description	Cost	Comments
Turtle Bay Park	Sacramento River at Highway 299	Site acquisition	\$ 440,000	Continue acquisition per lease-purchase agreement - federal grants could reduce cost by 50% - \$67,350 budgeted in 1970-71
Auditorium-Convention Center	Sacramento River at Highway 299	Landscaping	\$ 75,000	Continue landscaping and site development of auditorium grounds
Projects relating to or in support of Midtown Urban Renewal Project No. 1	Central Business District	Rerouting of Market Street traffic to California Street	\$ 127,000	Budgeted 1970-71
		Underground utilities in project area	\$ 60,000	Budgeted 1970-71
		Underground electrical feeder lines: Oregon Street Shasta Street	\$ 47,300 \$ 23,500	Budgeted 1970-71 Budgeted 1970-71
		Master plan for parking lots	\$ 6,500	Budgeted 1970-71
		California Street utilities underground and street lights	\$ 93,000	\$5,000 budgeted 1970-71
		Parking structure 1400 block California Street	\$ 467,000	\$236,000 budgeted 1970-71 - total cost may change depending on design
		Parking lot 1500 block Market Street	\$ 78,000	Acquisition and development
		Parking lot 1400 block Pine Street	\$ 140,000	Extension of existing lot south to Butte Street
		Redesign and reconstruction 1500 and 1600 block California Street parking lots	\$ 127,200	Includes acquisition and development of remaining portion of 1600 California Street
Water Filtration Plant	Vicinity of Hill 900	Construct water filtration plant	\$1,500,000	Potential financing with federal funds, bonds, or user charges
Sewage Treatment Plant	Sacramento River at Clear Creek	Construct primary treatment facilities	\$1,500,000	Potential financing with federal funds, bonds, or user charges
Sanitary Disposal Site	Undetermined	New landfill-site acquisition	Undetermined	Existing site inadequate for long-term use



Name	Location	Description	Cost	Comments
Caldwell Park	Sacramento River at Benton Drive	Continue landscaping of undeveloped portion	\$ 250,000	Turf and irrigation system for approximately 40 acres now undeveloped
		Automatic sprinklers	\$ 31,000	Conversion to automatic system for existing turfed area--\$20,000 budgeted in 1970-71
Turtle Bay Park	Sacramento River at Highway 299	Site development	\$ 220,000	Continue development of recreational facilities
Fire Station No. 4	Lake Boulevard	Construct new station to serve Buckeye area	\$ 70,000	
General Drainage Facilities		Storm-drainage facilities for areas not specifically programmed	\$ 750,000	Cost estimated at \$75,000 per year--\$10,000 budgeted in 1970-71*
South City Park		Site-development improvements	\$ 45,000	

\*Participation

#### GENERAL PROJECTS: PROJECTS DEFERRED OR REQUIRED AFTER 1980

Name	Location	Description	Comments
Caldwell Park	Sacramento River at Benton Drive	Museum-art center building addition	
		Site acquisition, south bank	44 acres for future park development
King Park	West Street at Sheridan	Continue development	Complete development of partially undeveloped park
Woods Park	Royal Oaks Drive	Continue development	Complete development of partially undeveloped park
Riverfront Park	Sacramento River at Highway 299W	Utility services, access roads, and vista-point development	Property at east bank of River to be acquired from Division of Highways
Buckeye Community Park	Oasis Road, adjoining Buckeye School	Park development	10-acre site owned by Buckeye School District
Police Facility	Undetermined	Construct new police facility to replace existing facility	
Fire Station No. 2	Benton Airport	Construct new station to replace existing Station No. 2	Includes training facilities
Cypress Avenue Park	West bank Sacramento River, south of Cypress Avenue	Park development	4.5-acre portion of former sewage-treatment-plant site
Oregon Gulch Park	Near Kenyon Street and Cedars Road	Site acquisition	Future 4-acre neighborhood park
Benton Airport Park	Placer Street at Highland Avenue, within north clear zone	Develop for archery or other special recreation uses	Portion of existing clear zone
Western Hills Park	Adjoining proposed elementary school south of Canyon Hollow	Site acquisition	Future 4-acre neighborhood park

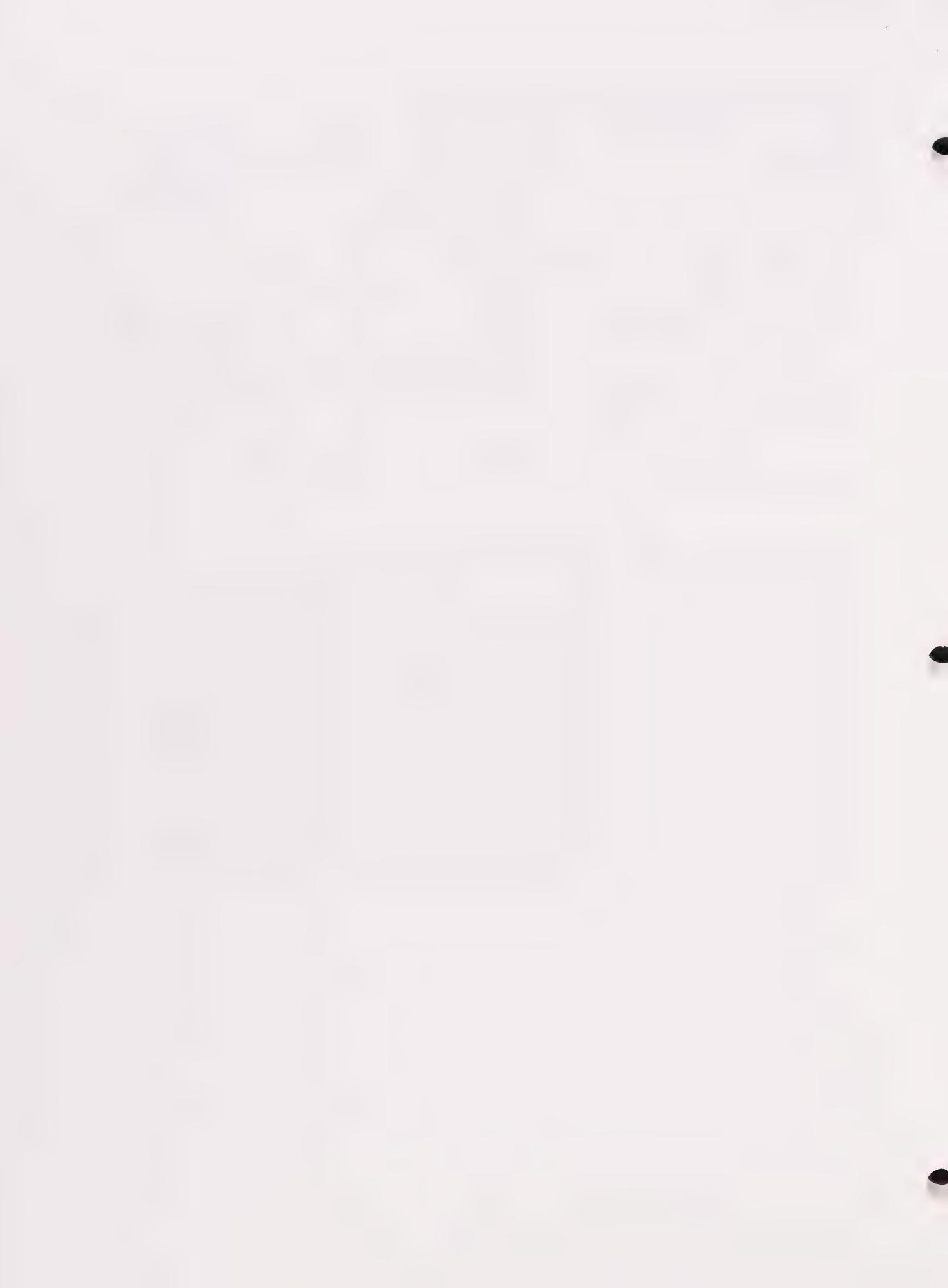


STREET PROJECTS: PROPOSED IMPROVEMENTS, 1970-1980

Name	Location	Description	Cost	Comments
General Street Projects		Improvements and maintenance, streets not specifically programmed, including paving, drainage, lighting, and signalization	\$ 780,000	Cost estimated at \$78,000 per year--\$136,700 budgeted in 1970-71
Lake Boulevard	Business 5 to Santa Rosa Way	Reconstruction	\$ 450,000	
Business Route 5	Trinity and Market to Cypress and Market	Right-of-way Construction and intersection improvements	\$ 715,000 \$ 231,000	One-way northbound via East Street; one-way southbound via Pine and Market
Major Street Landscaping	North Market Street, South Market Street, and Cypress Avenue Central Business District	Median-strip landscaping Street trees	\$ 35,000 \$ 30,000	To improve major entrances

STREET PROJECTS: DEFERRED OR REQUIRED AFTER 1980

Name	Location	Description
Buenaventura Avenue	Eureka to Parkview	Right-of-way and construction
Park Marina Drive	Cypress to Parkview	Construction
Rosaline Avenue	Extension west to Almond extension	Construction
Almond Avenue	Eureka to Buenaventura	Right-of-way and construction
Court Street	Extension north to Riverside Drive	Right-of-way and construction
Wyndham Lane	South Market to City limit	Right-of-way and construction
Delta Street	Extension to Benton Drive	Construction
Starlight Boulevard	Extension north to Buenaventura	Right-of-way and construction
Summit Drive	Extension south to Canyon Creek Road	Right-of-way and construction



#### AIRPORT PROJECTS: PROPOSED IMPROVEMENTS, 1970-1980

Name	Location	Description	Cost	Comments
Municipal Airport	Airport Road	Continue clear-zone acquisition	\$ 110,000	To protect airport-runway approaches--\$110,000 budgeted in 1970-71
		Continue landing-area improvements and runway extension	\$ 250,700	Federal participation will reduce local cost

#### AIRPORT PROJECTS: DEFERRED OR REQUIRED AFTER 1980

Name	Location	Description	Comments
Municipal Airport	Airport Road	New terminal building, general aviation facilities, and control tower and other improvements	Completes first-stage development recommended by Airport Master Development Plan
		Stage 2 development: runway, terminal, and other improvements	Second-stage development recommended by Airport Master Development Plan
Benton Airport	Placer Street	Utilities, drainage, and north clear-zone enlargement	Will be required to serve industrial development

### EFFECTUATION

Adoption of the General Plan by the City Planning Commission and the City Council has established Redding's official development policy for the City and the unincorporated portions of the planning area. Translating the plan into reality will require application of a wide variety of effectuation measures and development controls.

Many of the issues that come before the Council involve decisions on community development. Typical are actions on zone changes, subdivisions, street improvements, utility extensions, acquisition or sale of public land, public building projects, and landscaping and beautification programs. A good share of the items reviewed by the Council in each annual budget also involve development policy decisions. State law and local ordinances prescribe that the City Planning Commission shall assist the Council by making studies of and recommending actions on development issues, and the essential purpose of the General Plan is to guide the Commission and Council in resolving these issues. By presenting a diagram of Redding's future physical form and by stating the City's long range policies, the plan can serve to indicate the broad-scale, eventual consequences of each particular development decision.

### REFERRALS

The State Planning Law requires local government agencies and special districts to submit improvement projects and land acquisition and disposition proposals to the planning commission having jurisdiction, for review. Within the City, school districts are required by the State Education Code to refer site purchases to the Planning Commission for recommendations. The State Subdivision Map Act provides for City review of proposed subdivisions in adjoining unincorporated areas.



Many critical decisions concerning the future development of the planning area will be made by the County Planning Commission and the Board of Supervisors, because so much of the planning area is unincorporated. County zoning, for example, will establish the development pattern in many areas that eventually may become part of Redding. Because of the County's crucial role as "guardian" of these areas, a close working relationship must be maintained between the planning staffs and commissions of the City and the County. The County Planning Department now refers zone change use permit applications in adjacent areas to the City for comment, although such referral is not required by law. This cooperative approach to development decisions should be continued, so that all proposals can be measured against both the County General Plan and the City's plan. All agencies of the State and federal governments should be requested to submit their plans for review. While there can be no teeth in the City's recommendations, experience has demonstrated that local support for or opposition to the proposals of State and other governmental agencies can be amazingly effective. Organized expressions of citizen concern have frequently caused public agencies to do a better than average job of design, site planning, and landscaping.

## **ZONING**

The Zoning Ordinance is the City's principal tool for effectuating the land use proposals of the General Plan. Through zoning, the City not only determines what development should be permitted, but also can regulate the timing of new development. The distinction between the General Plan and the zoning map is often confused, because the average citizen tends to view both in terms of regulating land use. Whereas the plan shows a generalized pattern of uses, looking as far ahead as 25 years, the zoning map is precise and relates only to the present and the immediate future. Uses proposed by the plan may not be appropriate for many years, and rezoning to permit a particular use shown on the plan may not be timely because needed public support facilities are not yet available or because it would foster scattered development. While the General Plan is a policy guide, the Zoning Ordinance (regulations and map) has the force of law.

As applications are made by property owners and rezonings are initiated by the City, the zoning map will slowly change over time. The General Plan will provide a basis for judging the propriety and timeliness of zoning changes; the 10 Year City Improvements Plan will be particularly useful in the latter regard. Zoning proposals that do not conform with the plan may indicate the need for reassessment of the plan to determine if the change is warranted. Redding's current zoning pattern does not correspond precisely with the General Plan, but there is no pressing need for rezoning at this time. Over the years, as both private and public projects are built, zoning will gradually move toward the goals pictured in the plan. However, the plan also will change, and probably there never will be a time when the two will be identical.

Redding's Zoning Ordinance includes a wide variety of districts that can be applied to effectuate the General Plan. However, some additional categories will be needed, and some of the present regulations should be revised to more closely reflect General Plan policies.

There are five residential zones in the ordinance, ranging from the R-1 Single Family District with a 6,000 square foot lot minimum size to the R-4 Multiple Family District with a minimum requirement of 500 square feet of lot area per living unit. There are six combining districts that can be used in combination with the regular residential zones to require increased setbacks and larger lot sizes, ranging from 10,000 square feet to 40,000 square feet. The ordinance includes a combining district that permits mobilehome parks on sites of five acres or larger in the multiple



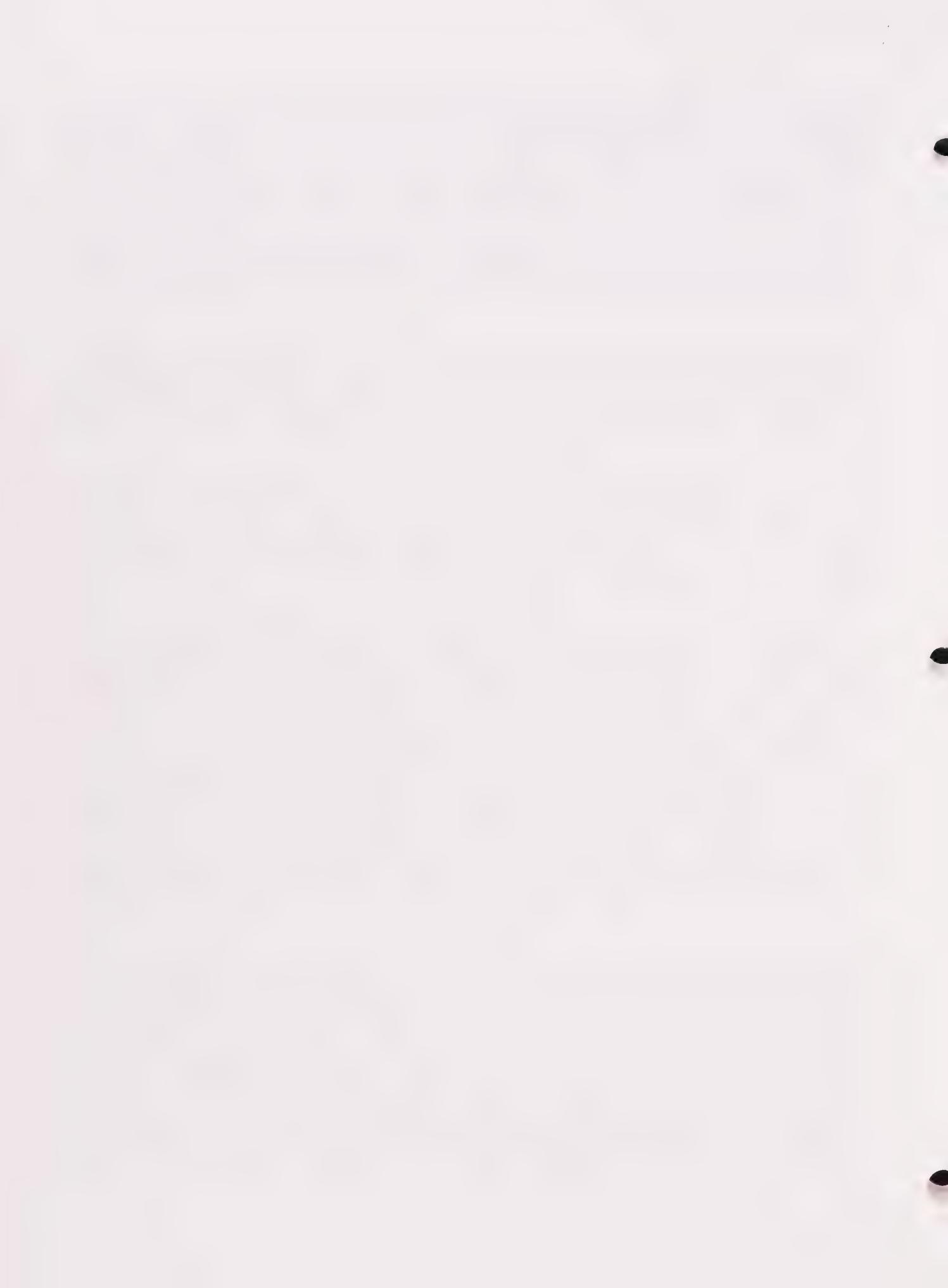
family zones. In addition, there is a district that can be combined with either the R-1 or the R-2 residential zone on a neighborhood basis to permit mobilehomes on individual lots. While the range of residential zoning alternatives now is sufficient to carry out the objectives of the General Plan, the City should consider the future need for a rural residential or agricultural zone, with a minimum lot size greater than one acre and with agricultural activities emphasized as a principal use. In the event that areas now agricultural should be annexed, such a zoning category might be needed to retain the agricultural use and preclude subdivisions until the timing is right for development. Such a zone also might be applied in certain areas designated for permanent low-density residential use on the plan, and in residential reserve areas that are not expected to be developed for some time.

Usable open space requirements should be added to the residential district regulations - particularly the multiple-family districts - to assure each apartment occupant of a minimum of yard, deck, or other outdoor space, and to prevent excessive paving of required yard areas for parking or driveways. While most apartment developers will provide open space amenities because it is good business, the ordinance should contain minimum requirements.

The City should consider adding an open space zoning district, to be applied to steep slopes that should not be developed, to gullies and natural drainage channels, to floodplains, and to other areas that should be preserved in open use for topographic, geologic, or hydrologic reasons. The need for such a zone will increase as more development takes place in the hilly parts of the planning area. Open space zoning should be applied to lowlands along the Sacramento River that are subject to inundation.

The Zoning Ordinance includes five commercial zones. The C-4 Retail Core Commercial District is applicable only downtown. The C-4 regulations wisely prescribe review of all parking and permit regulation of curb cuts in order to maintain the pedestrian orientation of the zone. Within parking assessment districts, on site parking should not be required or even permitted (except in special cases), in order to avoid fragmenting the downtown core. The other four commercial classifications apply to office (C-O), to small neighborhood shopping areas (C-1), to general commercial development (C-2), and to service commercial, wholesale, and light industrial area (C-3). In each of the commercial districts, present use regulations should be tightened so that each zone better achieves its intended purpose. For instance, motels should not be permitted in the C-O District. The General Plan calls for highway commercial areas, where motels, restaurants, highway-oriented service, and other uses patronized by travelers would predominate. An additional zone to achieve this kind of commercial grouping would be appropriate because nontourist uses otherwise might usurp sites that should be reserved for this specialized type of use.

The ordinance includes two industrial categories: The PI Planned Industrial District and the M-2 Industrial District. In the M-2 zone most types of industrial uses are permitted; standards for site development are minimal; and there are no provisions requiring landscaping, setbacks, or design review. The PI zone does provide some of these controls, but not to the degree needed to assure high quality, attractive industrial areas. Redding needs a high quality industrial-zone classification that would regulate uses on the basis of performance standards. This district logically could apply to the proposed industrial areas adjoining Benton Airport, where high standards would be necessary to protect nearby residential areas. In the event of annexation of Mountain Lakes Industrial Park, another new industrial classification would be needed, also imposing performance standards but with other regulations geared to relatively large sites, some



of them well removed from residential areas. Either the PI District could be revised to meet these needs, or it could be eliminated in favor of a new district or districts.

The current zoning regulations include an overlay zone (the F District) that can be combined with other zones to require site plan and design review of all proposed uses. The City has not made extensive use of this provision; only Lake Boulevard frontage and a few properties along the Sacramento River near Turtle Bay are subject to review. The F District should be applied to lands adjacent to parks and public buildings sites, to the entire length of the riverbank, to other areas of special natural beauty, and to prominent sites where careful attention to earth moving, site planning, building design, and landscaping is necessary to preserve or enhance the City's appearance.

The addition of planned unit development provisions to the Zoning Ordinance would permit unified development of larger properties, with bonuses or incentives offered for outstanding site planning and design. Planned unit development provisions would permit appropriate combinations of several land uses in a well planned development, and would allow greater flexibility of design than applying separate zoning districts to one site. Detailed, staged development plans would be reviewed and approved for each planned unit development, and plan changes would be permitted only with City approval.

There is a need for a comprehensive detailed review and revision of the Zoning Ordinance to eliminate inconsistent provisions and to improve administrative procedures.

## **SUBDIVISION AND BUILDING REGULATIONS**

Underground utilities should be required in all new developments by amending the Subdivision Ordinance. In recent developments, the City has secured underground utilities even though not prescribed by law because it operates the electrical system, but the requirement should be added to the ordinance.

A cooperative effort with the County should be launched to upgrade development standards in unincorporated areas near Redding, since much of the development that initially occurs under County regulation later could become part of the City. Uniformly high street improvements and site development standards would be an incentive for annexation. They also would result in long-term savings to the taxpayers because construction of high standard improvements tends to minimize maintenance costs.

Redding's ordinance now provides that the City Planning Commission may require a subdivider to make available sites acceptable to the appropriate agency for parks, playgrounds, schools, and other public buildings. The ordinance should be strengthened by adding the provision authorized by the State Subdivision Map Act that requires subdividers to dedicate land for park and recreation use, or to contribute an in-lieu fee to a fund used for the same purpose. The dedication or fee-payment requirement must be based on the park and recreation proposals of the General Plan. The County's subdivision regulations should incorporate a similar provision. In combination, the City and County requirements would constitute an important step toward obtaining the neighborhood and community park sites proposed by the plan.

New provisions covering hillside subdivisions and regulating the development of steep slopes and ravines also are needed. To prevent excessive earthmoving, submission and approval of grading plans should be required. Where ridge tops are subdivided, the developer should be required to



make provisions for fire-control access and for maintenance of the steeper unusable portions of the site, either as public open space or as a common open space preserve for the benefit of residents of the subdivision. Landlocked, inaccessible ravines and hillsides create fire hazards and may become dumping grounds if not supervised and maintained.

In addition to the present policy of requiring improvements in subdivisions and as a condition of lot split approval, street improvements should be required when existing lots are developed on streets that are not fully improved. Many of the City's older areas were developed before full street improvements were required, and provision of curbs and sidewalks, drainage, and street paving should be the responsibility of the property owner when new buildings are constructed. The improvements are particularly necessary where apartments or commercial uses are built, because the traffic they generate makes adequate street and drainage mandatory.

## **SPECIFIC PLANS**

Both the City and the County have adopted "specific plans" as authorized by State law to protect the rights of way of future streets from building construction. Now that the General Plan has been adopted, engineering studies should begin to precisely determine future right-of-way requirements for street improvements proposed by the plan and to add these to the previously adopted plans.

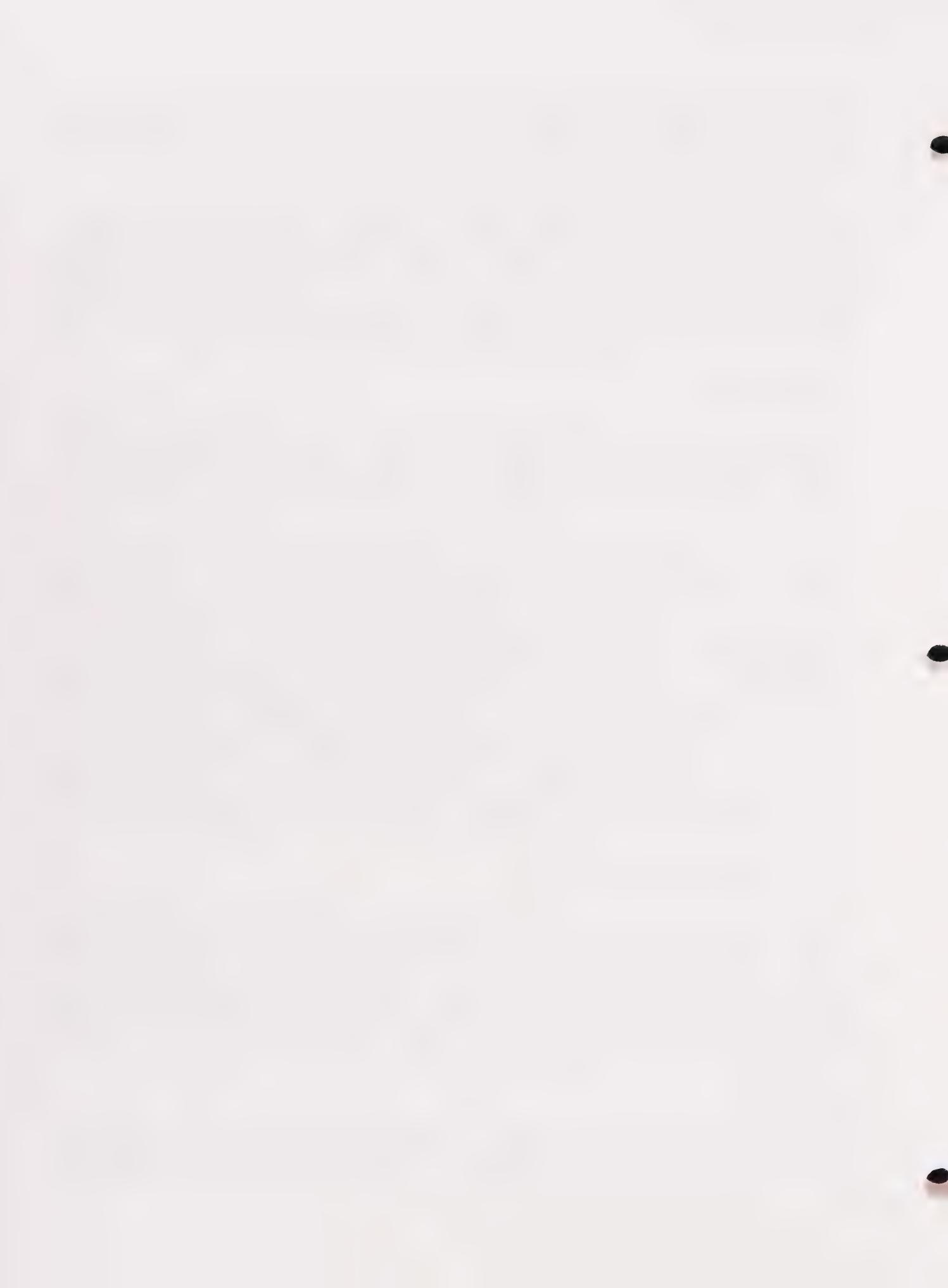
Development plans for major public areas and for important public facilities should be prepared. Plans for the Auditorium-Turtle Bay area already have been prepared by the Planning Department. The downtown area surrounding the Midtown Plaza Redevelopment Project, should also be covered by a more specific development plan that would guide both public and private improvements in the area. Other areas for which development plans should be prepared are the proposed complex of public facilities and auto center bounded by Cypress and Parkview Avenues, Market Street and the River, and the contemplated development of the Benton Airport area for aviation, industrial, and recreational uses. A development plan also should be prepared for the length of the Sacramento River in the planning area, indicating proposed public improvements, recreation facilities, trails, overlooks, and access points, and suggesting appropriate development for private properties that adjoin the River. The development plans would contain much greater detail than the General Plan, including such items as landscape treatment, building siting and design, parking facilities, precise traffic patterns, and the like. In addition, they would make more specific recommendations on staging, financing, and sources of funds for each project.

## **CAPITAL IMPROVEMENT PROGRAM**

The 10 Year City Improvements Plan should be supplemented by a capital improvements program, scheduling and staging proposed projects over a five-year period and indicating proposed financing for each project. The capital improvements program should be reviewed annually for conformity with the General Plan, and would provide the basis for adoption of the capital improvements portion of the annual budget. A detailed, year-by-year program also would enable the City to realistically judge the projects that can be afforded and to schedule these projects several years in advance according to priority and availability of funds.

## **ANNEXATION**

As long as the State law continues to permit development of urban areas adjoining cities without annexation, Redding is likely to be confronted with large, developed areas served by special districts, outside its boundaries. The City should continue its aggressive efforts while at the same



time cooperating to the fullest extent with the County and the several special districts that provide utility and public safety services to residents of unincorporated areas.

Ideally, the urban area should be incorporated under a single City government, but the realities are that this will be some time in coming. In addition to the State laws that make annexations difficult, there are severe limitations on the City's fiscal ability to take over the services and obligations of special districts, particularly in the Enterprise area.

As long as development standards in the County are lower than in the City, there will be little incentive for annexation unless the City can provide utility services not otherwise available to a developer or can offer other public services and facilities that surpass those offered by the County and are sufficiently attractive to residents and property owners that they are willing to pay City taxes.

## **FEDERAL AID PROGRAMS**

In addition to Urban Planning Grants, such as helped to finance preparation of the General Plan, the federal government has available a series of aids to local governments that can be used both to assist in carrying out the General Plan and in financing other needed community improvements. In effect, these programs constitute the portion of community development costs that for better or for worse have become the responsibility of the federal government because it has the tax-collecting ability. Unless otherwise indicated below, these assistance programs are administered by the U.S. Department of Housing and Urban Development. All HUD grant applications must be reviewed and approved by the Shasta County and Cities Planning Council to ensure area-wide coordination.

## **URBAN RENEWAL**

Urban renewal is the broad term used to describe various local programs, assisted by the federal government, aimed at eliminating or preventing slums and blight. There are two principal types of programs: Slum prevention through conservation and rehabilitation and slum elimination through clearance and reconstruction. Between these two extremes are projects involving only provision of new community facilities plus rehabilitation of private properties and programs involving spot clearance of dilapidated structures and rehabilitation of the rest of the project area.

Redding has a number of areas that exhibit symptoms of residential blight. These are described under Housing Conditions. The City has activated a Redevelopment Agency which has carried its first project, Midtown Plaza, into the execution stage, using funds provided by the Redevelopment Assistance Agency of HUD. The survey and planning grant, the relocation grant, and the capital grant total almost \$3.5 million - three quarters of the project's total cost. An amended application has been filed to increase the grant to \$5.7 million. If approved, the Mall will be covered and air conditioned which would make the project more competitive with any future shopping center. RAA will permit a City's first project to be nonresidential, and Midtown Plaza falls in this category. Subsequent projects must comprise area predominately in residential use either before or after redevelopment. Since 1968, the U.S. Housing Act has required that a majority of the units in a community's residential reuse project shall be within the means of low or moderate income families or individuals and at least 20 percent shall be for the low income group.



The City also has instituted a Neighborhood Conservation Program for the purpose of eliminating blight and upgrading deteriorating neighborhoods. The program is intended to assist individual property owners to resolve maintenance problems and to correct health and safety hazards. Inspections are scheduled in those neighborhoods with the highest incidence of blight symptoms.

The redevelopment process works that way. Financed by a federal advance, surveys are made and an urban renewal plan prepared, including plans for financing the project and for relocating persons or businesses whose properties must be acquired. Following public hearings and approval of the urban renewal plan by the City and HUD, the Redevelopment Agency may acquire properties in the project area, remove dilapidated buildings, and sell the land to a private developer for reconstruction in accord with the plan. Generally certain public improvements are needed such as new streets, utilities, landscaping, parks, schools, or other community facilities. To the extent that these facilities serve the project, they may be included in calculating the project cost. The cost of code enforcement activities in the project area also may be included. The federal government will pay three-fourths of the net cost of the project in a City of less than 50,000 population, including planning and administrative costs, land acquisition, demolition, and project improvements, minus the amount received from land sales. Generally, rather than paying their share in cash, cities obtain credit for their improvements outlays. Thus, the City's contribution to Midtown Plaza will be the cost of the mall, parking lots, and landscaping. The cost of these improvements is expected to exceed the City's one-fourth share of the project cost, and consequently credit for the excess can be transferred to future projects. A City's contribution can be made in cash obtained by issuing tax increment bonds, which are amortized from the increased taxes derived from project area properties after redevelopment.

Formerly all federal grants to assist urban renewal projects were reserved, following approval by HUD, and held over a period of years until needed. In 1968 the U.S. Housing Act was amended to introduce the neighborhood development program which permits HUD to make grants on a year-by-year basis to finance urban renewal activities in one or more project areas which need not be contiguous. The NDP is particularly adapted to programs that aim to conserve and improve existing residential neighborhoods, but it is not limited to this purpose. It is intended to produce visible results faster and to avoid tying up federal funds for long periods without attaining community improvement. The NDP permits more flexibility in urban renewal procedures. Planning may take place concurrently with rehabilitation and rebuilding. More effective programming and budgeting of renewal activities is possible when funds are available on an annual cash-need basis. The principal disadvantage is that there is no positive assurance of a continuous flow of federal funds from year to year. Federal grants for interim assistance will finance immediate action programs to alleviate harmful conditions in blighted areas where substantial clearance, rehabilitation, or federally assisted code enforcement is planned in the near future. Grants may be up to three-fourths of the cost of planning and implementing the interim program. For unannounced reasons, HUD has not granted any NDP applications since 1969; but the legislation remains on the books and may be utilized in the future.

Under the State law, if an area meets the legal definition of "blight," a redevelopment project involving clearance may be undertaken without federal assistance. It is not necessary to comply with the federal prerequisites for urban renewal, and a great deal of time can be saved by not having to obtain periodic federal approvals and by not having to wait until grant funds become available. As a practical matter, however, an unassisted project only is feasible when the demand for project area land is so strong that the prices paid by redevelopers cover all or most of the project cost.



HUD now uses the following "national goals" criteria to determine priorities in funding urban renewal projects.

Expansion of the housing supply for low and moderate income groups. At least half of the net acreage must be devoted to such housing and related facilities, and at least half of the housing units on clearance sites must be for low or moderate income families or individuals.

Development of areas of employment opportunity. To receive priority, commercial or industrial redevelopment must create new jobs for jobless, under-employed, or low income persons.

renewal of areas with critical and urgent need. Priority consideration will be given to projects which attack critical slum and blighted areas - those with physical decay, high tensions, and great social need, where the City is prepared to utilize all available resources - federal, State, and local. (It is doubtful that there are any areas in Redding that fit this classification.)

The principal federal prerequisites for urban renewal aid are the four elements that comprise the so-called "Workable Program": Redding has had a workable program, certified by HUD, since 1967.

1. Code adoption and enforcement. Adoption of housing, building, and related codes, and development of an enforcement program which is at least adequate to deal with areas having critical need for enforcement, including both blighted areas and sound but deteriorating neighborhoods. The program must be geared toward eventual community-wide compliance.
2. Planning and programming. Establishment of a continuing public planning and programming process which develops action programs within a comprehensive planning framework for overcoming the major physical, social, and economic problems related to the blighted areas of the community, and for establishing and preserving a well planned community with a suitable environment for family life.
3. Housing and relocation. Development of a centralized or coordinated program for assisting in the relocating of all persons and business concerns displaced by public action in the community, and development of a program to expand the supply of housing for low and moderate income families on an equal opportunity basis.
4. Citizen involvement. Establishment of programs designed to achieve meaningful involvement of citizens, including poor and minority groups, in planning and carrying out HUD-assisted programs related to the Workable Program.

To qualify for federal assistance, at least 20 percent of the buildings in an urban renewal project area must contain deficiencies and two or more environmental deficiencies must be present. A building is deficient if it is substandard to an extent warranting clearance, has defects not correctable by normal maintenance, has extensive minor defects that collectively have a deteriorating effect on surrounding properties, suffers from inadequate original construction or alterations, has inadequate or unsafe plumbing, heating, or electrical facilities, or has equally significant deficiencies. Environmental deficiencies include overcrowding or improper location of structures, excessive dwelling density, conversion to incompatible uses, obsolete building types, detrimental land uses or nuisances, inadequate public utilities or community facilities, unsafe, congested, or poorly designed street, or other equally significant deficiencies. In addition for a built-up area to qualify for clearance, at least 50 percent of the buildings (not including accessory



out-buildings) must be substandard to a degree requiring clearance, or at least 20 percent must be in this condition and removal of a number sufficient to bring the total to 50 percent must be warranted to eliminate blighting environmental influences. Deficiencies must be distributed fairly evenly throughout the area to be cleared; boundaries cannot be gerrymandered to meet the minimum requirement.

HUD requires that all families and individuals displaced by urban renewal shall have full opportunity to occupy housing that is decent, safe, and sanitary, is within their financial means; and is in reasonably convenient locations. In addition to demonstrating the availability of such housing, the City must actually assist displaced people in finding new homes and relocating. Federal grants are available to cover moving expenses up to a maximum of \$200 and for settlement and other costs incidental to conveyance of real property to the redevelopment agency. In addition, relocation adjustment payments up to \$500 can be made to families and elderly individuals unable to find accommodations in a low rent housing project or in rent supplement housing. Grants also are available to businesses, in amounts up to \$3,000, to cover moving expenses and for reimbursement of property losses incurred in the move. If no property loss is claimed, a business can be reimbursed up to a maximum of \$25,000 for moving expense. The City does not have to share in the cost of any of these grants. However, if it chooses to reimburse a business for moving costs in excess of \$25,000, the federal government will share the cost in the same percentage as other project costs.

To protect the interest of property owners, particularly the unsophisticated or poorly informed, and to ensure fair and equal treatment to all, HUD has established regulations for property acquisition. A fair price, based on current market value, is set by the redevelopment agency and concurred in by HUD, and the property owner must be offered the full amount. Negotiations must be conducted with the objective of reaching agreement on fair compensation, rather than as a bargaining procedure that pits the power of the public agency against the negotiating ability of the owner.

#### FEDERALLY ASSISTED CODE ENFORCEMENT PROGRAM

In cities of less than 50,000, the federal government will pay three-quarters of the cost of a concentrated code enforcement program in a limited area in need of upgrading. Eligible costs may include expenditures for the code administration, for staff services providing assistance on relocation and on federal rehabilitation loans and grants, and for street improvements, street lighting, tree planting, and the like. This is not an urban renewal program and need not involve a redevelopment agency.

To be eligible for a FACE program, a city must maintain a level of code enforcement activity, not including the program, costing not less than the average for the two preceding years. Codes, including a housing code, must have been adopted and in effect for at least six months. The concentrated code enforcement area must be limited in size so that there is a reasonable expectation of improving all properties to code standards within three years. The area must be built up, predominately residential, and have apparent code violations in 20 percent or more of the buildings.

In addition to sharing the cost of administering the program with the City, HUD provides four types of benefits to occupants of FACE areas.

1. As in urban renewal projects, it will pay the entire cost of relocation payments.



2. It will make loans at 3 percent interest to property owners or tenants for financing rehabilitation of housing to the extent necessary to conform with codes, up to a maximum of \$14,000.
3. It will make grants up to \$1,500 to families or individuals with less than \$3,000 annual income for repairs or improvements necessary to conform with codes. (For families with over \$3,000 income, HUD will make grants in amounts not exceeding that portion of the cost that cannot be paid with an available loan which can be amortized as part of the family's monthly housing expense without making it exceed 25 percent of monthly income.)
4. It will make special FHA mortgage insurance available to assist in financing rehabilitation and home improvement loans.

There are a number of federal prerequisites for a FACE program. The City must have adopted housing, building, plumbing, electrical, and fire prevention codes; and they must be sufficiently applicable to FACE area properties that their provisions will correct substandard conditions. The City must have a zoning ordinance. The program must conform with federal requirements concerning staff, procedures, records, and the like. The City must have a realistic schedule for providing all needed public improvements in the FACE area prior to completion of the program or within a reasonable time thereafter. Eligible improvements include streets, curbs, gutters, sidewalks, catch basins, traffic lights and signs, street lights, street signs, street trees, and fire and police communications systems. (Underground utilities are not eligible.) The City must provide notices and explanations of the program to property owners and tenants in the area, and must advise them of available federal aids. It must provide relocation assistance to displace families and businesses, and must demonstrate that there is an adequate stock of relocation housing.

Plans for a FACE program should be discussed in advance with the local FHA office, because the program must be acceptable to FHA before it will insure loans. The test is whether code enforcement and public improvements will create decent, though perhaps minimal, living conditions, and stability of values needed to support long-term loans.

HUD favors starting concentrated code enforcement programs in relatively small areas where housing conditions are not too bad, so as to maximize the chances of success. If the first program yields satisfactory results, a larger or more difficult area may be selected for the second program.

#### LOW AND MODERATE INCOME HOUSING

Under the U.S. Housing Act, there now is an impressive array of federally aided housing programs, but none is funded at a level anywhere commensurate with the national need. HUD now is concentrating on Operation Breakthrough, a program aimed at reducing housing production cost through technological advance. If this effort succeeds, the need for publicly assisted housing will be reduced; but a huge unmet need still will remain.

Low rent housing is built and operated by local housing authorities. Direct federal subsidies make up the difference between rents paid by tenants and actual cost. In addition to conventional projects, low rent housing can be built on scattered sites to avoid the disadvantages of the institutional approach. Local housing authorities may lease housing units in good condition or may purchase and rehabilitate substandard housing for occupancy by low income families. Units may be leased in government assisted moderate income housing developments, with the federal



subsidy making up the difference in rentals. This procedure offers the advantage of not disclosing who are the low income tenants. Housing authorities also may contract with private developers to build low rent housing or to rehabilitate housing for this purpose (so-called "turney projects").

Under Section 236 of the 1968 Housing Act, private nonprofit, cooperative, limited dividend, and public sponsors can build rental projects and condominium or coop sale projects for moderate income families. They are required to pay no more than 25 percent of their family income for rent. Federal assistance is in the form of loans at below market interest rates, which may be as low as 1 percent. Under Section 235 of the Act private developers, as well as nonprofit and limited profit sponsors, can build single-family and multi-family housing for sale to moderate income families. The federal government subsidizes the interest rate so as to reduce the purchaser's monthly payments to 20 percent of income. Twelve single-family detached homes financed under Section 235 recently were built by a private developer in Enterprise, and several more are under construction in the City and in the Enterprise area. In both programs, eligibility for occupancy is governed by specific income limits which vary according to family size. Either new construction or rehabilitation can be financed under Sections 235 and 236.

Housing for elderly persons can be provided under the low rent programs and the Section 235 moderate income housing program. In addition, direct loans at 3 percent interest are available from FHA under Section 202 of the Housing Act. Most of the middle income housing for the elderly built to date has been financed under Section 202.

To the extent that Congress funds the program, rent supplements can be used to enable low income families to live in any new or rehabilitated housing financed by FHA, including the types of moderate income housing and housing for the elderly described above. The supplement covers the difference between market rental and 25 percent of the occupant's income. Heritage Plaza adjoining Caldwell Park is a 100 unit rent supplement project built and operated by the Five County Central Labor Council and financed by a below market interest rate federal loan.

Section 221(h) of the Housing Act authorizes below market interest rate mortgages (3 percent) for rehabilitating housing. Nonprofit corporations may rehabilitate five or more single-family dwellings in a neighborhood giving reasonable promise of a stable environment and resell them to low income purchasers. This program appears to be well suited to Redding's high ownership, low income neighborhoods.

FHA will write mortgage insurance for rehabilitation loans and home improvement loans in urban renewal as well as FACE areas and for moderate income housing and housing for the elderly. In addition it will insure mortgages on properties in declining urban areas reasonable viable for housing lower income families, and loans to persons who are otherwise unsatisfactory credit risks but can be acceptable with financial counseling.

## **DEMOLITION GRANTS**

Where demolition by the City is necessary to eliminate buildings that by law are structurally unsound or unfit for occupancy, the federal government will pay two-thirds of the cost. The application must show that the demolition proposed is based on a neighborhood plan and will further the urban renewal objectives of the community. The structures must be located either in a concentrated code enforcement program area, or in an area which, except for the buildings to be demolished, is not yet blighted. To be eligible for a grant, the City must have a workable



program, including enforcement of housing and other applicable codes. Relocation assistance and payments to displaced families and individuals are required, as in urban renewal.

## NEIGHBORHOOD FACILITIES GRANTS

Federal grants will pay up to three-quarters of the cost of neighborhood and community centers, senior citizens' centers, youth centers, health center, and other public buildings where the following kinds of services are provided to a neighborhood: rehabilitation and relocation counseling in connection with urban renewal; remedial and noncurricular education; job training and employment counseling; health and vocational rehabilitation; housing and home management services; welfare services; volunteer community service; consumer information, education, and aid; legal aid; recreation and other resident participation activities.

The law authorizing this program requires that priority be given to projects primarily benefitting low income families or those which will further the objectives of a community action program funded under the Economic Opportunity Act. Redding's Martin Luther King Community Center was financed by a neighborhood facilities grant of \$79,000 plus \$26,000 of local funds.

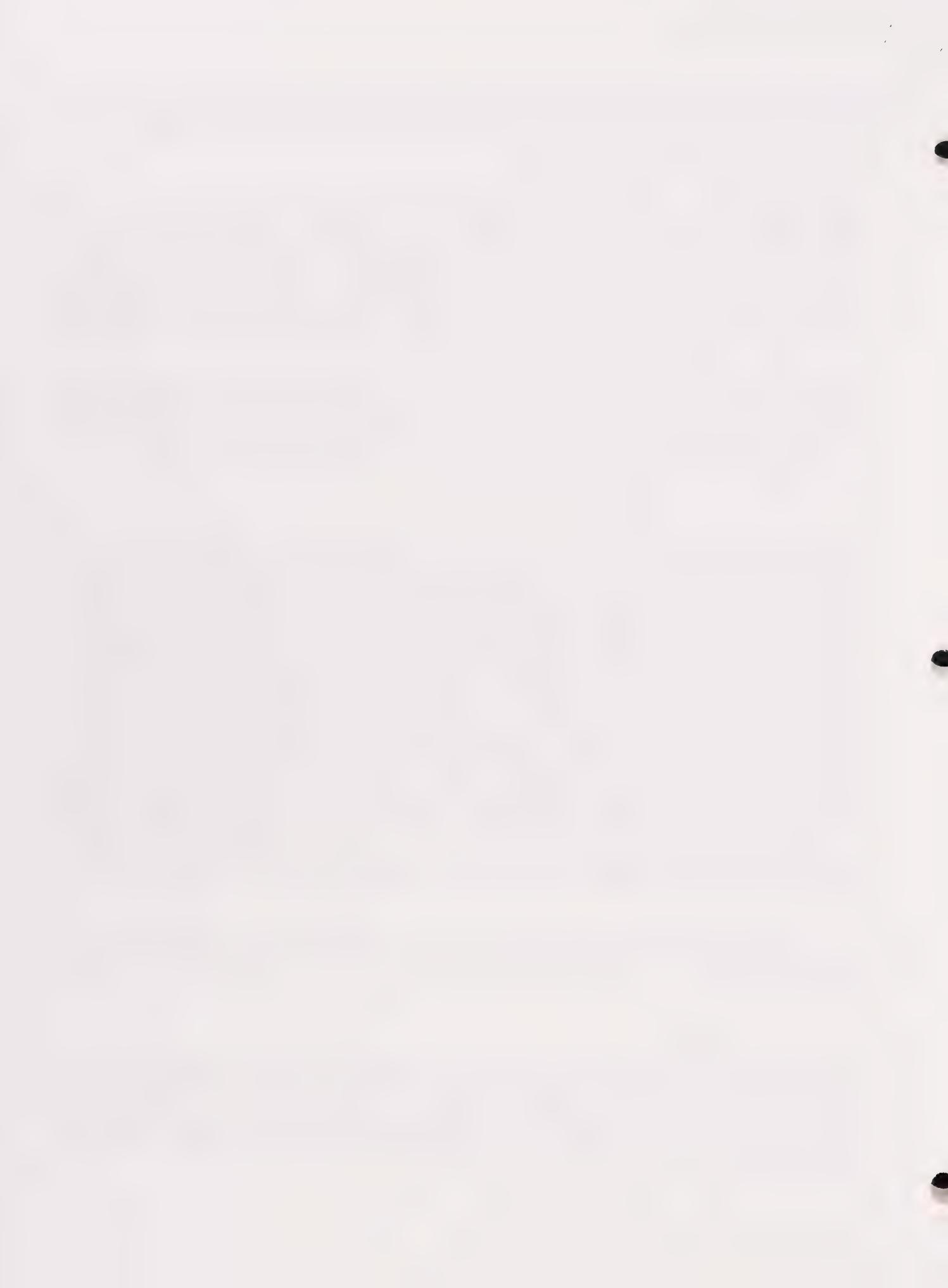
## BASIC WATER AND SEWER FACILITIES GRANTS

HUD makes grants up to 50 percent of the cost of water and sewer facilities. All elements of water supply and sewage collection systems are eligible, except household connections and local laterals. This program does not cover sewage treatment facilities, for which grants are available from the Department of Health, Education, and Welfare as part of the federal water pollution control program. To be eligible, the facility to be financed by the grant must be consistent with a program for a unified or officially coordinated area-wide system, as part of the comprehensively planned development of the area. In addition, the federal government prescribes that the water and sewer planning process be consistent with comprehensive planning (the General Plan). There must be a long range water and sewer plan and a five- to ten-year development program that indicates needed improvements, a schedule of priorities, general cost estimates, anticipated means of financing, and allocation of responsibilities for carrying out the program. HUD considers the following factors in reviewing applications: status of area-wide comprehensive planning and implementation there of (at least the land use element of the comprehensive plan must be complete), relative need for the proposed facility, financial ability of the applicant compared with project cost, equitable distribution of funds, capacity of the project to serve community growth needs, and ability of the applicant to proceed with early construction and completion of the project.

The City received a federal grant of \$760,500 for the Clear Creek sewage treatment plant and trunk sewer extension. A \$137,200 grant for the South City truck sewer extension has been approved by HUD.

## OPEN SPACE GRANTS

Federal open space grants will pay up to 50 percent of the cost of acquisition and improvement of park lands. All of the park land acquisition proposals in the General Plan are eligible, but HUD generally favors large park areas rather than small ones. Most types of park improvements are eligible except major structures such as gymnasiums, field houses, swimming pools, clubhouses and community centers.



The open space grant program is one of the most popular in HUD's catalog. Many California cities, large and small, have taken advantage of it for projects ranging from urban plazas to regional parks. Redding has received four open space grants totalling \$95,000 that have been used to finance acquisition of Turtle Bay. An application for another grant of \$33,500 is pending. The total amount appropriated by Congress is small in comparison with the demand, and Redding's success in obtaining grants is impressive.

As prerequisites to receiving an open space grant, HUD prescribes that a city must have both a long range (20 year), comprehensive plan and an "adequate" open space acquisition and development program, which includes the following elements:

1. Standards and criteria for locations, types, and uses of open space land.
2. A plan of acquisition over a five- to ten-year period based on projected needs.
3. Estimates of acquisition and development costs, a priorities schedule, and recommended means of financing each project.
4. Coordination among the public agencies involved.

The first three requirements can be met with data from the General Plan, and the fourth will be assured by Planning Council review.

#### LAND AND WATER CONSERVATION FUND

Grants to acquire open space also can be obtained, through the State, from the Land and Water Conservation Fund administered by the Bureau of Recreation in the Interior Department. The fund derives its revenues from admission fees to federal recreation area, proceeds from the sale of surplus federal lands, and federal taxes on motor boat fuels. Sixty percent of the money is apportioned to the states, but it must be matched by State or local funds.

Both land acquisition and development of areas for public recreation use are eligible for this kind of financing. Projects must meet certain planning requirements. They must conform with a state-wide comprehensive outdoor recreation plan. Acquisition projects must be reviewed by the area-wide planning agency (the County and Cities Planning Council), and, to determine whether they are in accord with the community's comprehensive planning program, by the regional office of HUD. Because the Land and Water Conservation Fund is not dependent on congressional appropriations, it now is a more likely source of open space acquisition funds than the HUD program. The City applied for a Land and Water Conservation Fund grant to help finance Turtle Bay development, but it was denied because current Interior Department policy limits use of funds to acquisition.

#### URBAN BEAUTIFICATION AND IMPROVEMENT

This HUD program pays up to half the cost of beautifying publicly owned lands such as streets, parks, plazas and malls. To be eligible for federal assistance, projects must be capable of providing long-term benefits. Priority is given to applications covering a diversified balance of beautification activities. An application should include projects in at least three of the following four categories:



1. Upgrading and rehabilitation of parks.
2. Design and construction or upgrading of malls, plazas, and similar public open spaces.
3. Community-wide programs to improve the appearance of streets and other rights-of-way, including tree planting and other landscaping and special street furniture, signs, and the like.
4. Beautification of public buildings and historical sites.

In computing federal grants, only the City's expenditure for beautification in excess of the average during the past two years is eligible for matching funds. HUD requires that the City have prepared and officially adopted a beautification program, including both public and private activities planned over the next three to five years. The program must be consistent with the comprehensive (general) plan and must include the following elements:

1. Statement of the scope and objectives of the program and the specific steps to be taken.
2. A schedule of priorities, in general terms, for the next three to five years.
3. Description of public and private resources to be utilized, including garden clubs, civic organization, and neighborhood groups' activities.
4. Description of measures being undertaken by the City to eliminate ugliness such as regulation of signs and requiring underground utilities.

HUD rules require that an application be given priority if 60 percent or more of the cost is for beautification of residential areas, 20 percent or more of the cost is related to neighborhood rehabilitation or other programs aimed at improving conditions in poverty areas, and 10 percent or more of the families in the City have annual income less than \$3,000. In addition to these criteria, HUD now prescribes that priorities for funding applications be based on four additional considerations:

1. The degree to which the City is attempting to reduce the causes of blight and decay through zoning and other regulatory measures.
2. The degree of effectiveness of citizen participation in the urban beautification program.
3. Special urgency factors such as rapid population growth, high densities, or natural disasters.
4. Adequacy of the capital improvement program as it affects beautification projects and related activities.

Redding has never applied for an urban beautification and improvement grant, but the funding of this program is even more meager than the open space grant program.

## PUBLIC FACILITY LOANS

Low interest rate loans are available for terms up to 40 years to finance construction of public works in cities under 50,000 population. The loans can be used to finance utilities, streets, public buildings, and recreation projects, and may cover the full cost, including land acquisition, planning,



construction, and engineering, architectural, and legal fees. The term of the loan is governed by the applicant's ability to pay and the estimated useful life of the facility to be financed.

Any of the general projects in the 10 Year City Improvement Plan could be financed by a public facility loan. The program is financed by a \$650 million revolving fund; so there is not likely to be a long waiting period caused by a shortage, as in most other HUD programs.

## ECONOMIC DEVELOPMENT ADMINISTRATION GRANTS

Grants and loans for public works and development facilities that will attract businesses needed to generate new jobs and income may be obtained from the Economic Development Administration (Department of Commerce) by communities in designated "redevelopment areas."

A redevelopment area (not to be confused with urban renewal) is one which meets specified criteria, including substantial and persistent unemployment, a sudden rise in unemployment, low median family income, or population loss. Shasta County was designated a redevelopment area in 1966, following submission of the required Overall Economic Development Program to EDA.

In 1967, when the City needed funds to supplement the \$1.8 million bond issue voted to finance the Auditorium-Convention Center, a \$518,000 grant was obtained from EDA. In mid 1969 the Shasta County Economic Development Corporation received a \$188,000 grant to assist in developing Mountain Lakes Industrial Park.

## TOPICS

Traffic Operations Program to Increase Capacity and Safety (TOPICS) makes federal grants to cities and urban areas, through the State Division of Highways, to finance arterial street system improvements such as grade separations, widenings, channelization, and traffic-control systems. The City must share approximately 30 percent of the project cost.

The program is administered by the Bureau of Public Roads in the Department of Transportation. It requires that projects be coordinated with the continuing comprehensive planning process which is a prerequisite for all federal aids to highways. Projects must be based on a General Plan and on a specific plan for traffic operational improvements. Coordination with public transportation is required where it is involved. Current BPR policy is to encourage states to give priority to larger urban areas in making TOPICS grants.

## HIGHWAY BEAUTIFICATION

The Highway Beautification Act of 1965 provides that an amount equal to 3 percent of the funds apportioned to a state for federal-aid highways may be used for landscaping roadsides within the right-of-way and for acquisition and scenic improvement of land adjacent to the highway. The Department of Transportation makes allocations to the states. Thus Redding could apply to the Division of Highways for funds to landscape federal-aid highways within the City.

The Division allocates federal beautification funds statewide on the basis of the greatest need and potential benefit. In District II, roadside rests along Interstate 5 have been financed from this source.



## AIRPORT DEVELOPMENT

The Federal Aviation Administration in the Department of Transportation makes grants for the planning and engineering of airport facilities and for their development, including land acquisition and construction. All types of airport facilities are eligible except terminal and hangar construction. The federal share generally is 50 percent of the cost, but it can be increased in states where there are extensive public lands; and for runway lighting projects it can be as high as 75 percent. To be eligible for federal aid, an airport must be included in the National Airport Plan. Federal grants totalling \$116,000 have been received for planning, land acquisition, and development of Redding Airport. A State Airport Assistance grant of \$26,800 also was received.

## MODEL CITIES

Under the HUD-administered Model Cities program, cities may apply for grants to carry out comprehensive programs attacking the social, economic, and physical problems of selected blighted neighborhoods. To solve these problems, cities are expected to combine use of conventional federal grant programs with innovative approaches and techniques. State, local, and private resources also are to be utilized, and neighborhood residents are to be involved in planning and carrying out the program.

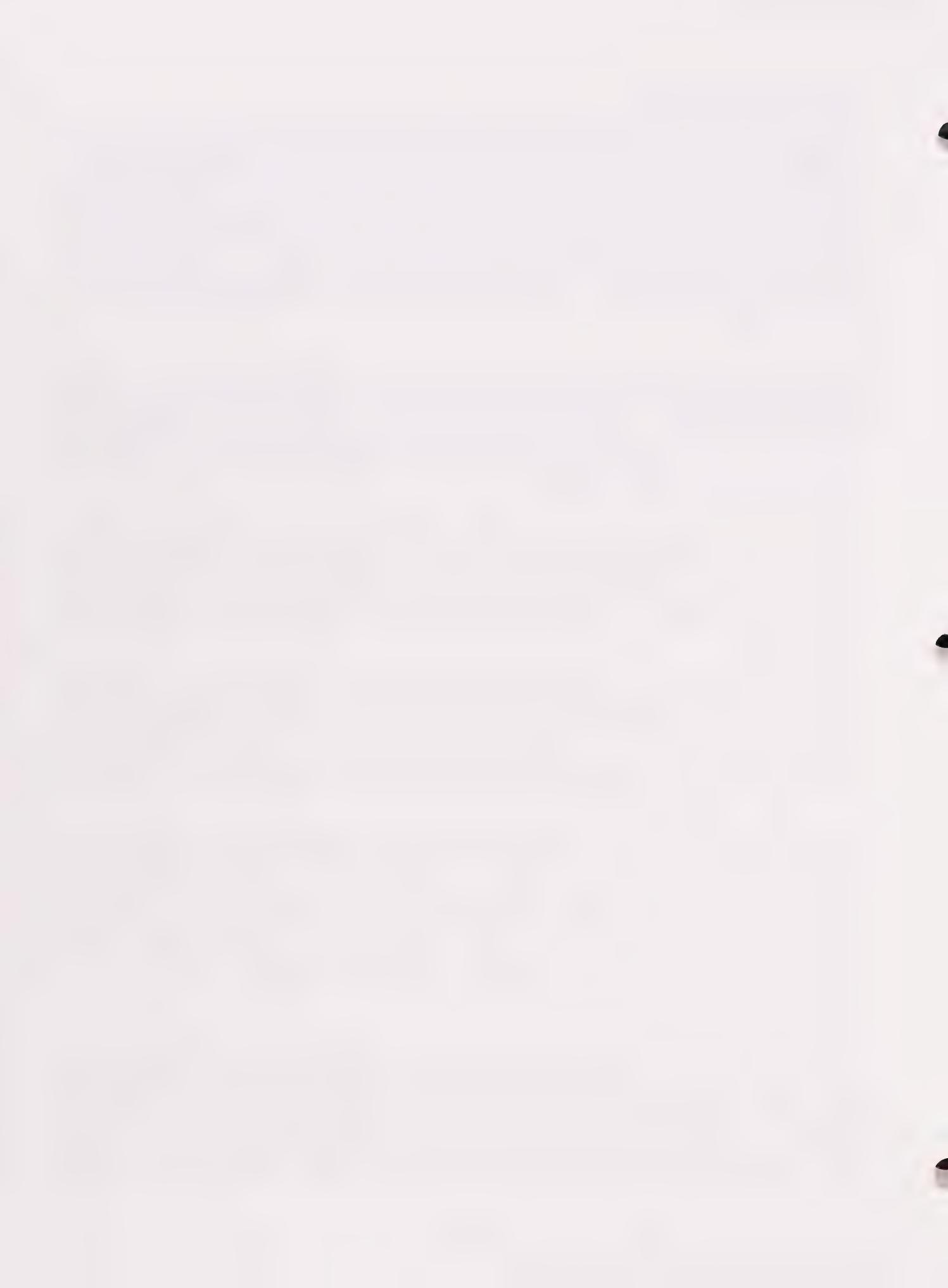
To be eligible, a neighborhood must be predominantly residential and in part a hard-core slum characterized by overcrowding, poverty, unemployment, dependence on welfare payments, low educational and skill levels, poor health, and crime. It is highly questionable whether the Model Cities program is applicable to any part of the Redding planning area. However, small cities are eligible if these conditions prevail in small pockets even if they are not large enough to constitute neighborhoods.

Programs must be designed to improve housing, health, education, and job opportunities and to reduce crime and delinquency. Where families or businesses are displaced, relocation services and payments must be provided. There must be a neighborhood organization structured so as to involve local residents in policy formulation, program planning, and implementation. The organization must have direct access to the decision-making process and must have adequate information to enable it to participate meaningfully.

Federal grants pay 80 percent of the cost of preparing Model Cities programs. Following approval of the program, HUD will make special grants to finance innovative projects and activities not assisted under any existing federal program. To the extent that they are not needed for this purpose, the grants can be used to make up the local share required in those federal aid programs included in the comprehensive Model Cities program. The special grant cannot exceed 80 percent of the total required nonfederal contributions. All federal programs, whether administered by HUD or not, may be included in a Model Cities program.

## CITIZEN PARTICIPATION

Citizen participation is an important part of the planning process and should be continued. The Citizens Committee's suggestions provided both policy guidelines and specific ideas for the General Plan. Through continuous review and discussion of the plan, interest in its goals can be maintained and community attitudes can be measured. A continuing citizen effort can work both as a method of educating the public and as a sounding board for the Planning Commission and the City Council in assessing community goals. The public should be involved in the periodic

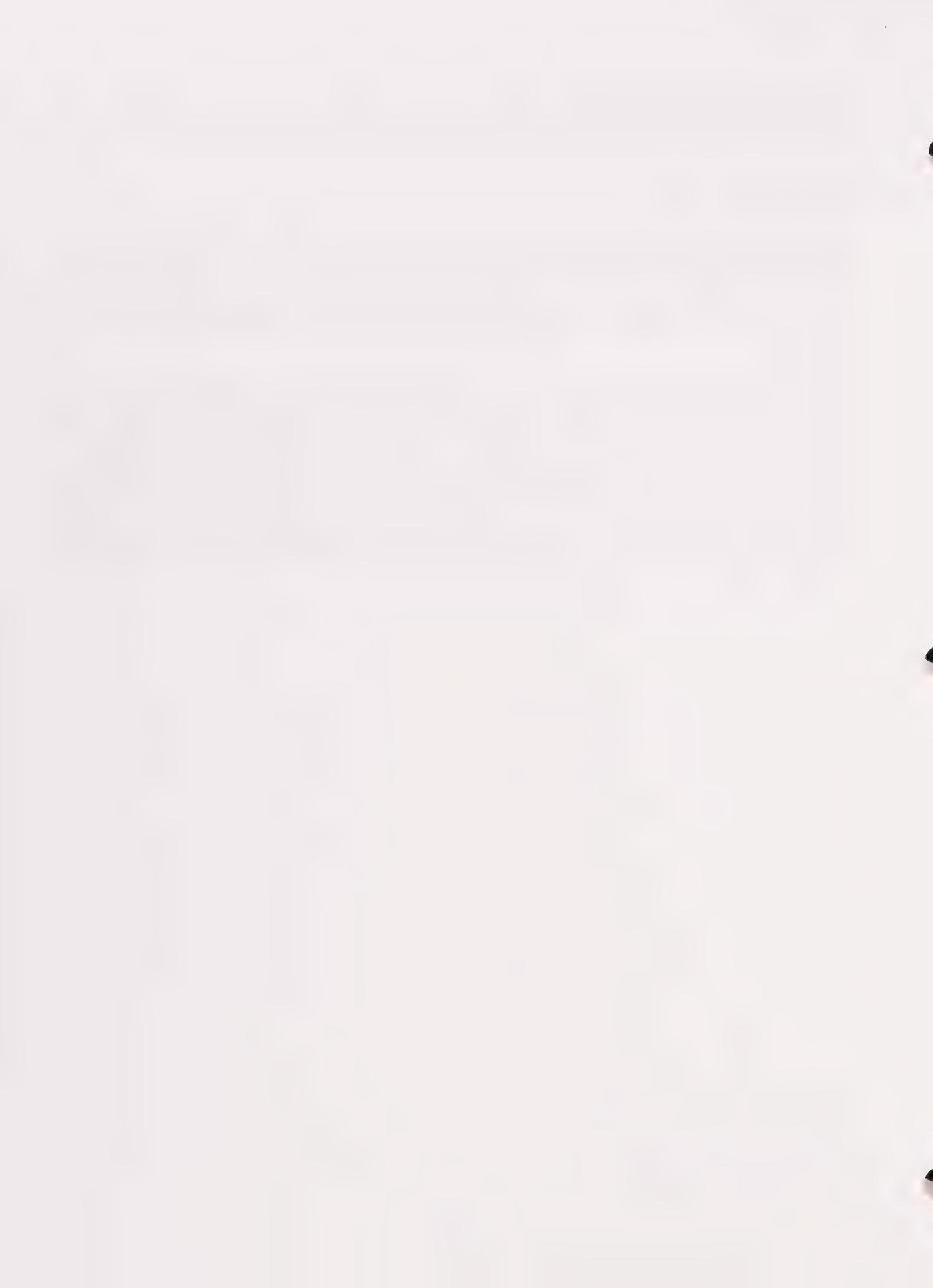


review of the plan, either through a large citizens committee such as was appointed at the beginning of the present program or through appropriate committees or study groups from existing community organizations.

## **UPDATING THE PLAN**

Unless it is subjected to periodic re-examination and re-endorsement, a General Plan soon becomes obsolete and discredited. Public policies and physical conditions will change over time, and an almost continuous stream of new information and new proposals will make modifications to any plan logical. A major new proposal that conflicts with the plan calls for review of the pertinent features of the plan, and if the new proposal is found to be superior, the plan should be amended.

Regular annual review of the General Plan, in connection with the capital improvement program or adoption of the municipal budget, is an effective means of keeping the plan up to date. The State Planning Law requires the Planning Commission to render an annual report on the status of the plan, and on progress in its application. In addition to the annual review process, a thorough reassessment of the projections upon which the plan is founded and a restudy of the community goals it expresses should be undertaken at least once each five years. The City's success in effectuating the plan will depend largely on whether the plan is kept current, and whether it establishes community goals that realistically are attainable and are supported by the citizens of Redding.







# **APPENDIX**





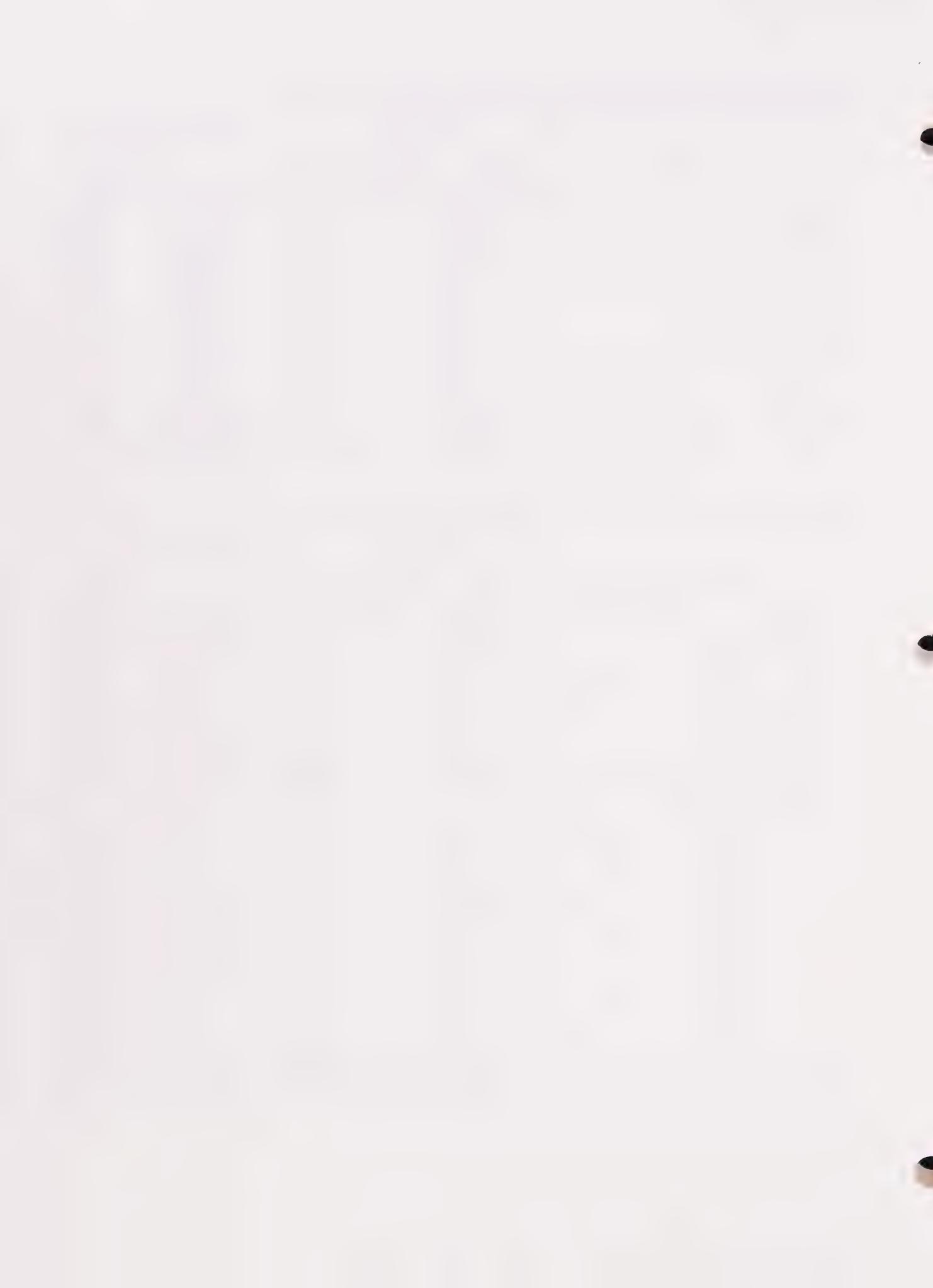


1990 LAND USE CLASSIFICATIONS OF THE REDDING GENERAL PLAN, 4-9-90

Use Classification	PLAN AREA		INSIDE CITY LIMITS	
	Total Acreage	Percent of Developable Acreage	Acreage	Percent of Acreage
Industrial	4,359	7.11%	2,857.09	8.63%
Service Commercial	1,292	2.11%	1,045.54	3.16%
Retail	1,376	2.24%	1,303.45	3.94%
Highway Commercial	245	0.40%	209.32	0.63%
Office	320	0.52%	320.09	0.97%
Office Residential	145	0.24%	121.40	0.37%
Airport Service	1,127	1.84%	1,127.50	3.40%
Public or Institutional	2,402	3.92%	1,942.65	5.86%
Parks and Golf (Improved Open Space)	1,463	2.38%	1,135.60	3.43%
Agriculture	1,520	2.48%	30.50	0.09%
Residential	30,885	50.34%	16,559.16	49.99%
Greenway	16,214	26.43%	6,472.24	19.54%
<b>TOTAL</b>	<b>61,348</b>	<b>100.00%</b>	<b>33,124.56</b>	<b>100.00%</b>

1990 LAND USE CLASSIFICATIONS OF THE REDDING GENERAL PLAN, 4-9-90

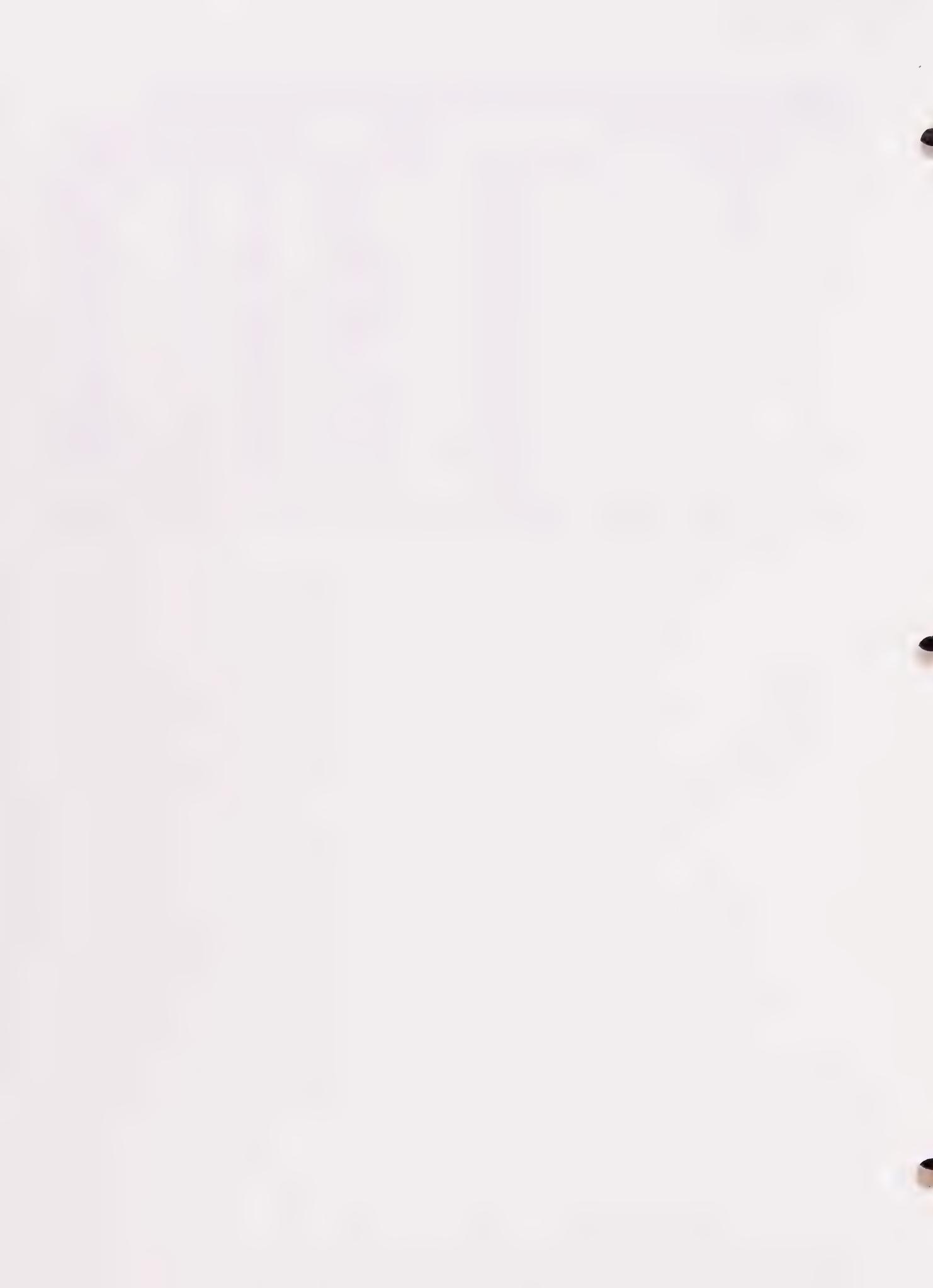
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Parks and Golf (Improved Open Space)	1,463	2.38%	1,135.60	3.43%
Agriculture	1,520	2.48%	30.50	0.09%
Residential: Units/acre				
0.1	611	1.00%	23.10	0.07%
0.2	5,989	9.76%	55.19	0.17%
0.5	688	1.12%	298.44	0.90%
1.0	2,692	4.39%	427.19	1.29%
2.0	7,253	11.82%	4,576.30	13.82%
3.0	4,983	8.12%	4,158.39	12.55%
3.5	4,514	7.36%	2,982.17	9.00%
4.0	1,321	2.03%	1,320.65	3.93%
6.0	919	1.50%	828.94	2.50%
9.0	1,213	1.98%	1,157.98	3.50%
12.0	506	0.82%	479.29	1.45%
18.0	271	0.44%	271.33	0.82%
Greenway	16,407	26.43%	6,664.96	19.54%
<b>TOTAL</b>	<b>61,616</b>	<b>100.00%</b>	<b>33,337.09</b>	<b>100.00%</b>



REDDING GENERAL PLAN: POTENTIAL HOUSING AND POPULATION, 4-9-90

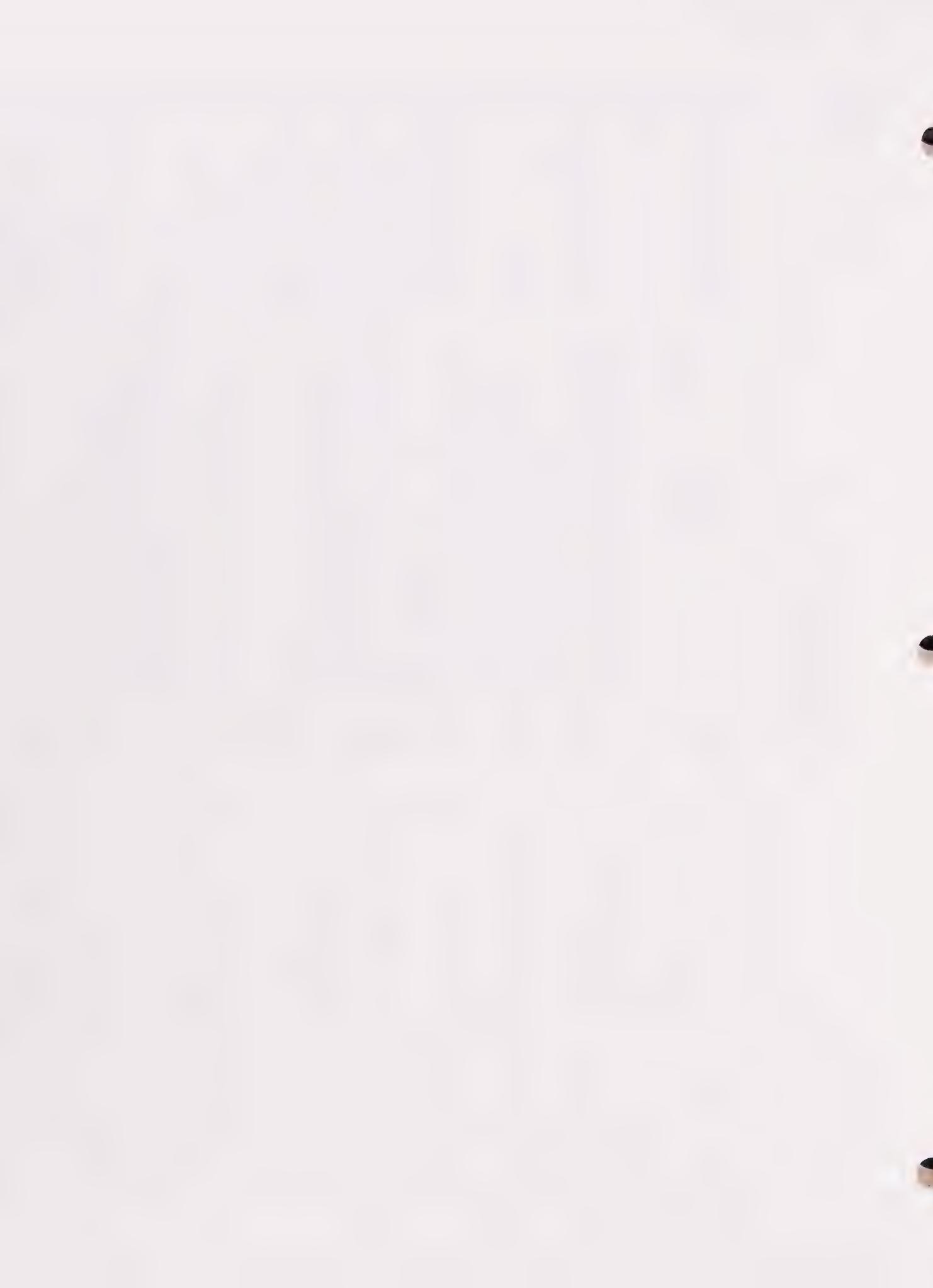
Residential Classification Units/Acre	Acreage	Potential Units	Population Per Unit	Potential Population
0.1	611	61	3.00	183
0.2	5,989	1,198	3.00	3,594
0.5	688	344	3.00	1,032
1.0	2,692	2,692	3.00	8,076
2.0	7,253	14,506	3.00	43,518
3.0	4,983	14,949	3.00	44,847
3.5	4,514	15,799	3.00	47,397
4.0	1,246	4,984	3.00	14,952
6.0	919	5,514	2.00	11,028
9.0	1,213	10,917	1.75	19,104
12.0	506	6,072	1.75	10,626
18.0	271	4,878	1.75	8,536
<b>TOTAL</b>	<b>30,885</b>	<b>81,914</b>	<b>2.60</b>	<b>212,893</b>

NOTE: The above table does not reflect housing that may occur in commercial districts, institutions, or groups.

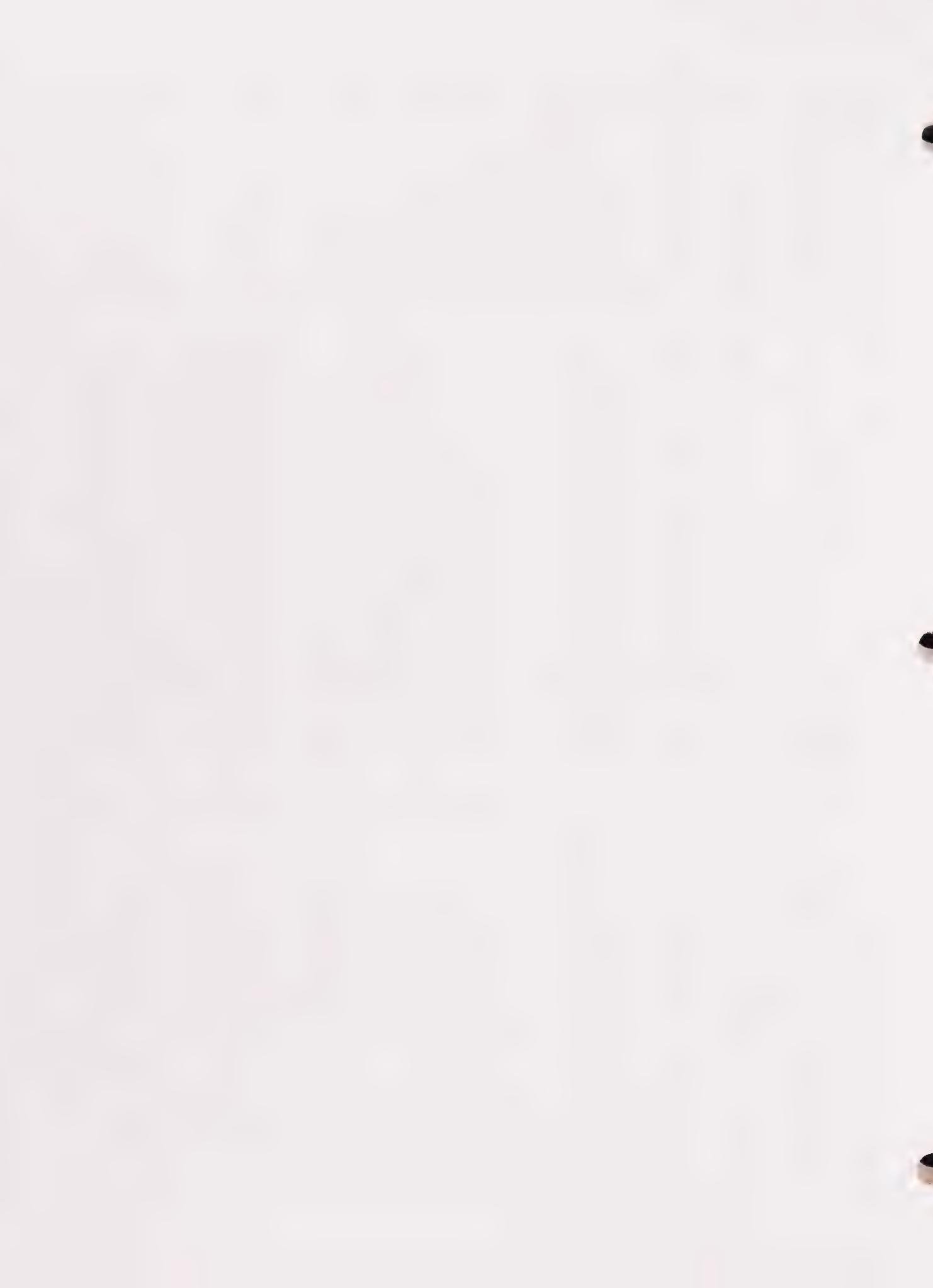


REDDING GENERAL PLAN  
LAND USE AND CIRCULATION MAP  
AMENDMENT RECORD

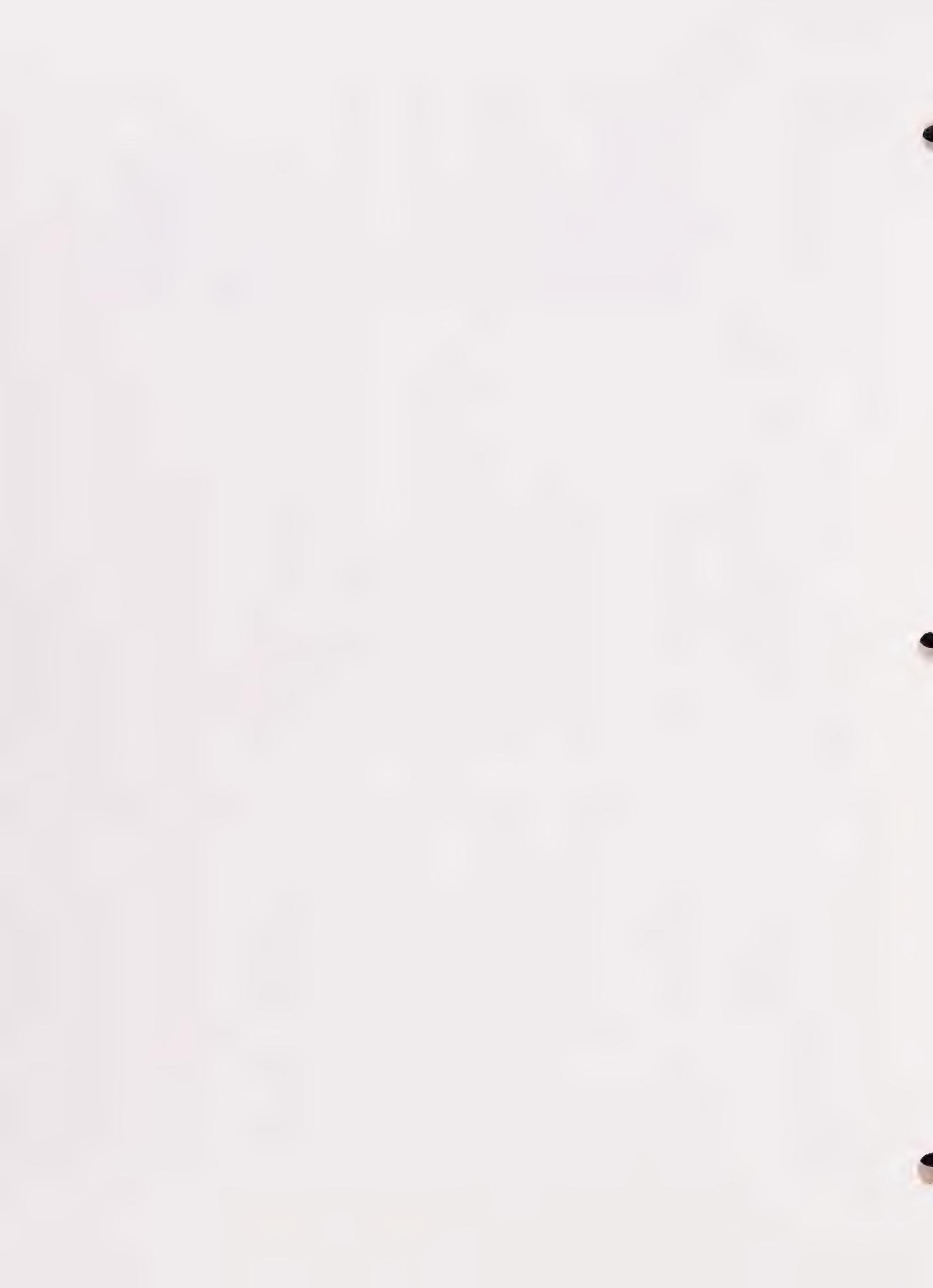
GPA	RES. #	APPLICANT	APPROX. ACREAGE	LOCATION	WHAT WAS APPROVED
1-71	72-7	Wm. Sandeen (Mt. Shasta Mall)	70.00	SE of I-5 and Hwy 299 (Hilltop at Dana Drive)	1 to 3.5 u/a
1-72	72-79	Harold Shaw and Redding P.C. Enterprise Plan	10.00	Area between I-5 and Sacramento River from Palisades Subdivision south to Cypress Ave	3.5 to 9 u/a
1-73	73-16	Tom McGregor	397.00	Area bounded by N. Market St., I-5, Lake Blvd east and the Sacramento River	To higher density Res
2-73	74-45	Jack Bennet & the City of Redding	8.60	West of Diestelhorst Bridge south of Sacramento River, north of southern Pacific right-of-way, and east of the City	To Park
1-74	75-27	Mercy Hospital Inc.	10.00	East of West St.; South of Rosaline Avenue; north Haight St.	Pub Inst & Greenway to Offices & Greenway
1-75	75-77	Shasta Enterprises Inc.	50.00	North of Hemsted Dr.; West of Bechelli Ln.	HD Res to Office
2-75	76-41	Gary Pyszora, Statewide, & City of Redding	1,488.00	Bound by Sacramento River, I-5, Hwy 44, and Hwy 299 and bluffs east of Churn Creek	Commercial to HD Res & Commercial
1-76	76-106	Ken Knighten	150.00 44.00 195.00	Bound by I-5, Twin View Blvd. & Lake Blvd	To LD, MD, MHD Res, & Service Commercial
2-76	77-42	Magnolia Court Neighborhood Plan	165.00	Magnolia, Railroad, Eureka Way, and Gold Street	Reduced density
3A-76	---	Echo Moran	68.00	West of and adjacent to N. Market Street; North of Redding Heights Sub.; East of Southern Pacific Railroad; South of Masonic Avenue	Not Adopted
3B-76	---	Donald Ragan	120.00	Southwest of and adjacent to Panorama Heights; West of Howard	Not Adopted
1/77	74-75	Homboldt Financial Services	530.00	Lake Redding Estates	LD & MD to LD, MD, HD, & Ret Comm



GPA	RES. #	APPLICANT	APPROX. ACREAGE	LOCATION	WHAT WAS APPROVED
2-77	78-219	Cascade Neighborhood Plan	6,800.00	Cascade Annex	Adopted
3-77	---	Paul Armour	120.00	At north end of Hawley Rd. east of Twin View Blvd	Not Adopted
4-77	78-219	Wm. Gelonek	60.00	South of Eureka between Sunset Dr & Overhill Dr.	45 to 84 units R-1 to PD
5-77	78-50	Nancy Marty	131.00	NE of Quartz Hill Rd; SW of Lake Blvd	LD to MD (PD)
6-77	78-50	Panorama - Buenaventura Neighborhood Plan	472.00	North of Canyon Creek; west of Railroad Ave; south of Octavia St	P or I, LD, MD, MHD, SC, OFF, Park & Golf to LD, LMD, MD, HD, OFF, Retail, Gen Ind, P or I, Park & Golf Course
1-78	---	A. R. Highland	1.25	West end of Henry Street	Not Adopted
2-78	---	Walter Wilson	.33	1406 & 1416 Magnolia Avenue	Not Adopted
3-78	---	Everett Whitney	168.50	South of Santa Rosa Way; SW of Rocky Point School and Lake Blvd Subdivision, Units 1, 2, & 3	Not Adopted
1-79	82-101	City of Redding - Enterprise Neighborhood Plan	6,400.00	Enterprise P.V.D. Annex	Adopted
2-79	---	Kurt Reichel	18.20	East of Starlight Blvd; South of Summit Drive	Not Adopted
3-79	80-93	Upper Churn Creek	2170.00	Bounded by I-5 on the west; Hwy 299 to the south; Sunridge to the east; Oasis Rd to the north	To 3.5 u/a
4-79	79-119	Olney Creek Plan	235.00	100-year Floodplain	Adopted
5-79	79-248	Sulfer Creek	1370.00	Bound by Quartz Hill Rd, Keswick Dam Rd, Lake Blvd, & Southern Pacific Co. main line	Predominantly 3.5 u/a



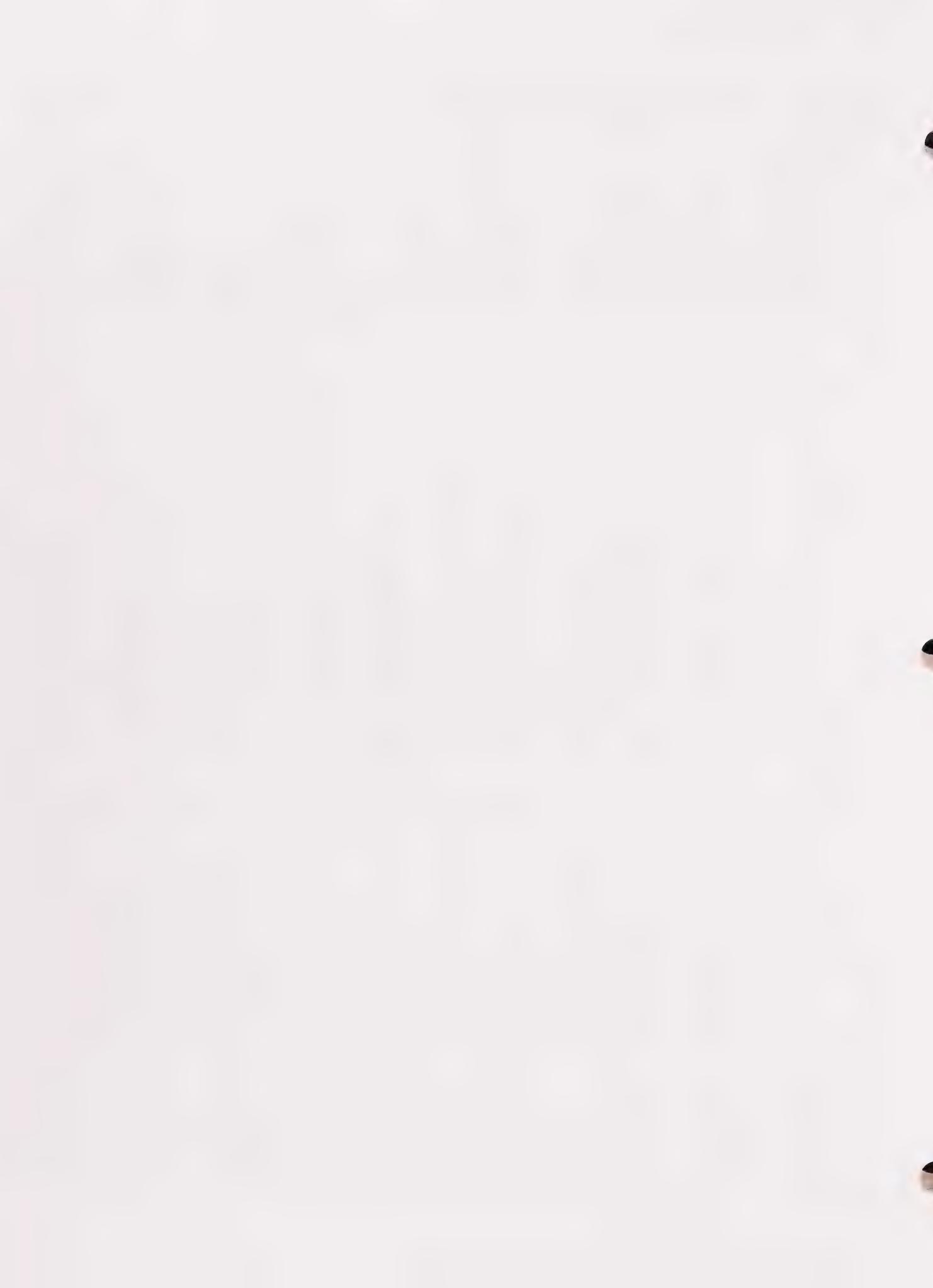
GPA	RES. #	APPLICANT	APPROX. ACREAGE	LOCATION	WHAT WAS APPROVED
6-79	79-248	City of Redding-Circulation Element Amendment	Plan Area	Deleted Alta Mesa Dr as a thoroughfare and add Shasta View Dr between Rancho Rd and Hartnell Ave between Cypress Ave and Bechelli Ln as major thoroughfare	Approved
7-79	80-93	Carol Miller et al	1.20	Eureka Way at Olive Ave	9 u/a to OR
1-80	80-164	Wm. Henderlong	10.20	Lake Blvd. at Hwy 273	From 3.5 Res; Retail & Office to 9 u/a Res, O/R and Retail Commercial
2-80	---	Redding Roofing Supply	4.65	2660 S. Bonnyview Rd	Not Adopted
3-80	81-6	Clebert Richard and the City of Redding	.68	2150-2161 Sacramento Street	Res 6 to Res 9 u/a
4-80	81-97	Pullen, Gunlogson and the City of Redding	76.4	North of Old Alturas Road; East of Churn Creek	From .02 u/a and 3.5 u/a to 3 u/a
5-80	---	Harlan Eakens	200.00	North and South of Oasis Road; West of I-5	Not Adopted
1-81	81-97	State Wide Developers	5.78	2401 Victor Ave	P or I to Res 3.5 and 12 u/a
2-81	81-97	R. C. Roberts Co.	160.00	South of Caterpillar Road; West of Hwy 273, & North of Lake Blvd	Industry & 3.5 u/a Res to 3.5 & 6 u/a Res
3-81	81-274	Dr. Dave Hankin, et al.	1.00	1223-2175 Terrace Street	Res 9 u/a to OR
4-81	81-274	Jerry Knighten	8.00	Hilltop Drive	9 u/a Greenway to higher percentage of 9 u/a
5-81	83-80	Brent Owen	207.00	Mary Lake Subdivision Area	From Res 1 & 3.5 u/a and Park/Golf Course to 3 u/a Res; Retail Commercial & park
1-82	82-185	City of Redding	8,500.00	Airport	Adopted
2-82	82-101	Gary Stokes	35.00	100 Hartnell	To Retail/Off
3-82	82-101	Brian Burk et al.	8.20	Northwest corner of Hwy 44 and Victor	To Off/Res



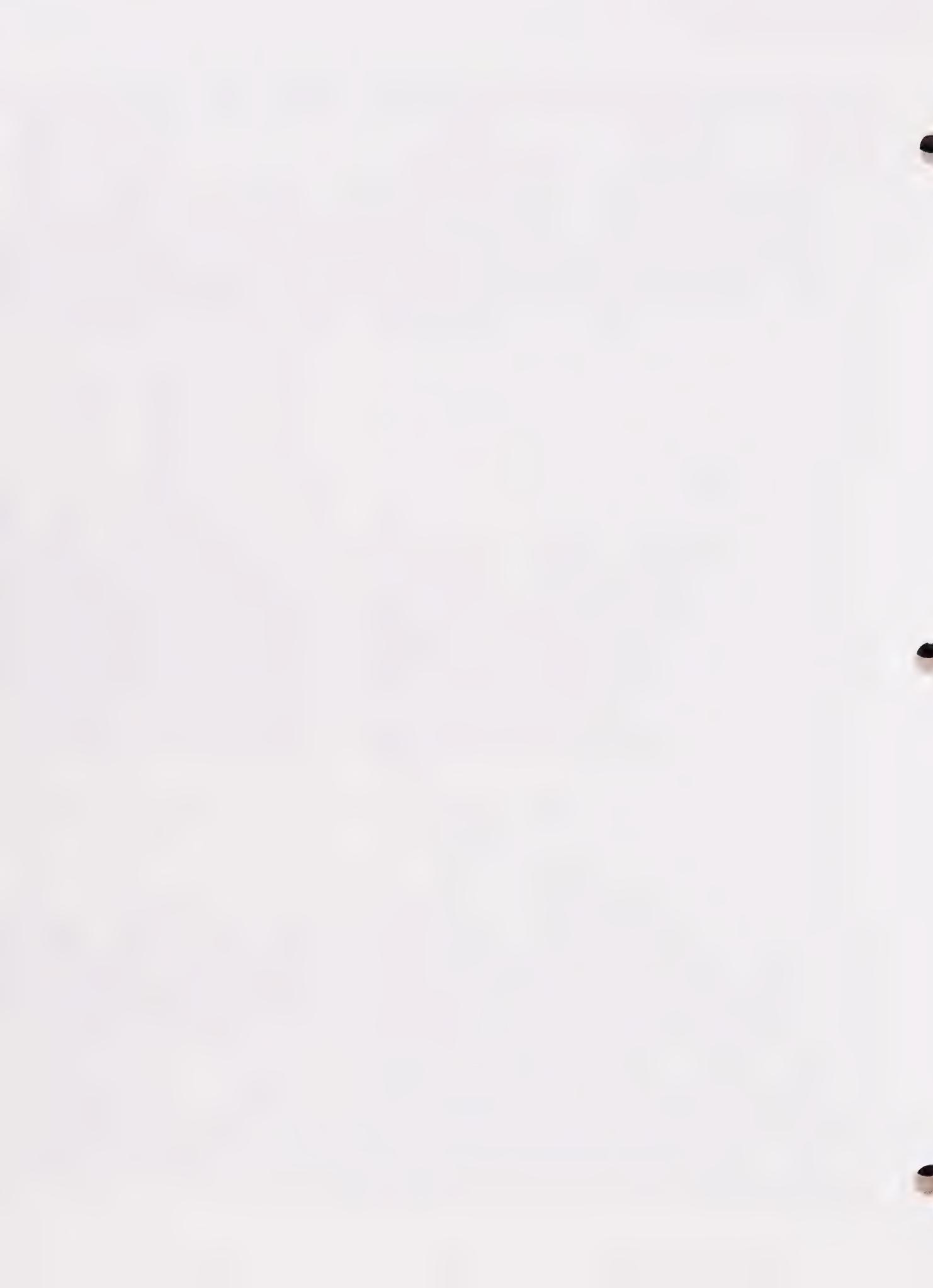
GPA	RES. #	APPLICANT	APPROX. ACREAGE	LOCATION	WHAT WAS APPROVED
4-82	82-101	John Drake	264.00	Benton Ranch	Primarily MD Res
5-82	82-101	Enterprise Plan	6,400.00	Enterprise Annex	Adopted
6-82	---	Frank Black	---	Canyon Creek	Not Adopted
7-82	83-177	Quartz Hill Area Plan	7,083.00	Along Quartz Hill Road	Adopted
8-82	82-222	Ken Knighten	9.40	Lake Blvd east	Adopted
1-83	83-80	Jaxon Baker and City of Redding	260.00	Crestwood	MD 4.0 & 6.0 Res Primarily
2-83	---	Munk & Baker	2.00	Lake Boulevard	Withdrawn
3-83	84-41	Wm. Varges	4.90	Parkview Ave	Adopted
1-84	85-73	Gus Vasilakis/City	45.00	Dana Drive	12 u/a
2-84	84-101	Gary Stokes	9.50	155 Parkview Ave	OR to SC etc.
3-84	85-201	Cook/Osborn	18.00	North N Bonnyview Ave between Eastside Rd & Bonnyview Ave	2 u/a to SC
4-84	84-123	Quartz Hill Land & Development Co.	12.50	Benton Road & Quartz Hill Road	6 u/a
5-84	---	Gary Stokes	3.00	Hartnell Avenue	Denied
6-84	---	Robert Fisher	10.00	Adjacent to Meadowood Estates (Girvan)	Withdrawn
7-84	84-209	Clear Creek Plan	1,915.00	Clear Creek Road	Adopted
8-84	84-247	Joe Silviera	119.00	Quartz Hill Road	To LD Res
9-84	---	Catherine Schiede	.12	2964 Regal Ave	Withdrawn
10-84	---	Munk & Baker	---	1850 and 1855 Lake Boulevard	Withdrawn
11-84	---	City of Redding	---	Safety Element	Withdrawn
12-84	85-73	MDH Associates	1,790.00	Hacienda Heights	2 u/a to 3 u/a
13-84	---	Joe Machado	.73	2750 Reservoir Lane	Denied
14-84	---	C. Adams	10.50	5850 Old Oasis Road	Withdrawn



GPA	RES. #	APPLICANT	APPROX. ACREAGE	LOCATION	WHAT WAS APPROVED
15-84	85-73	Mt. Lassen Machinery	15.77	Twin View Blvd	To Hwy Comm & Residential 1 u/a
16-84	---	CVR Truck	6.24	3600 Placer Street	Denied
1-85	85-116	Mt. Lassen Machinery	2.06	3100 South Street	3.5 to Service Commercial
2-85	85-73	Don Hampshire	26.00	791 Lake Boulevard	3.5 u/a to 6 u/a
3-85	85-116	Ron Thomas	.32	2697 Victor Avenue	4 u/a to Office
4-85	---	Pilgrim Congregational Church	1.84	2850 Foothill	Denied
5-85	85-201	Graves & Co.	179.00	Twin View Boulevard	.02 to 6 u/a
6-85	85-116	P. Ogden	1.00	Henderson Road	To Service Commercial
7-85	---	Bonnyview Meadows Inv.	31.46	Bonnyview Meadows Estates	Denied
8-85	85-118	Noise Element	Plan Area	Plan Area	Element
9-85	88-298	Columbia Plan	1,465.00	North of Highway 44	---
10-85	---	---	---	---	---
11-85	86-92	City of Redding	3.70	Quartz Hill Road & Benton Drive	To OR & 3.0
12-85	---	---	---	---	---
13-85	86-25	Circulation Element	---	Plan Area	Streets
14-85	86-92	Carol Hoots & City of Redding	2.00	Alfred Way	Retail
15-85	86-92	Darlene Oaks	6.40	Girvan Rd	6.0/acre
1-86	---	Michael Glassburn	.32	1730 Kenyon Drive	Denied
2-86	---	Oregon Gulch	---	---	---
3-86	86-279	LPL Associated	9.00	2851 Eureka Way	3.5 u/a to Office



GPA	RES. #	APPLICANT	APPROX. ACREAGE	LOCATION	WHAT WAS APPROVED
4-86	86-279	Bethel Church Sundown Properties	5.40	2105 N. Bechelli Lane	To Office/Res
5-86	86-294	Alan Rag	10.35	5707 and 5725 E. Bonnyview	2.0 u/a to 3.0 u/a
6-86	86-327	Welton/Victor	1.00	155 Cypress & 2651 Lowden Lane	6.0 u/a to 18 u/a & Retail
7-86	---	Mary Lake Development	8.00	Mary Lake Subdivision	Denied, Shopping Center
8-86	86-327	Marjorie Bunton	1.37	2681 Hartnell	4 u/a to Retail
9-86	---	Patricia Ann Player	.29	2219 Garden Avenue	Denied
10-86	87-210	Shasta Golf Investors	13.00	2101 Gold Hills Drive	To Retail
11-86	87-45	John Drake	38.00	Hilltop Drive	Res 9 u/a/decrease Greenway area
12-86	87-134	Aldo Pesetti	3.40	3657 Eureka Way	3.50 u/a to Retail
13-86	87-210	Santa Ana Irrigation	131.00	1050 Dana Drive	To Res & Commercial
1-87	87-210	Colburn Thomason	128.00	1955 Gold Hills Drive	0.2 u/a to 2.0 u/a
2-87	87-376	Nor Cal Construction	8.70	2985 Hartnell Avenue	9 u/a to Service Commercial
3-87	---	Larry Thomas	.45	1901 Victor Avenue	Withdrawn
4-87	88-139	Oasis Road Area Plan	1,794.00	Oasis Road/I-5	Retail & Other
5-87	87-376	Jack Dollard	2.70	2003 Park Marina Drive	18 u/a to OR
6-87	---	Vern Jones	2.00	2525 Hartnell Avenue	Withdrawn
7-87	---	Shasta Enterprises	45.44	3599 Rancho Rd; 5492 & 5893 Airport Rd	Denied
8-87	87-376	M & J Enterprises	.34	4140 Churn Creek Road	9 u/a to Commercial
9-87	87-376	John Davis	2.34	4850 Cedars Road	6 u/a to Public
10-87	87-376	Richard Gyuro	5.55	2723 Churn Creek Road	4.0 to 12 u/a
11-87	88-298	FHK Investments Co.	20.00	55 Lake Boulevard	3.5, 9 u/a & HC to Retail
12-87	90-161	City of Redding	---	Airport Area Plan Revision	Approved



GPA	RES. #	APPLICANT	APPROX. ACREAGE	LOCATION	WHAT WAS APPROVED
13-87	87-376	Leslie Levatz	2.75	3753; 3855 Churn Creek Road	12 u/a to OR
14-87	88-139	Nor Cal Construction	2.40	1072 Lake Boulevard	To Svc Comml & Retail
15-87	88-449	Daniel Kamisky	5.26	300 Hartnell Avenue	4 u/a to Office Commercial
1-88	88-139	Julie Arnold	2.00	2450 Old Alturas Road	3 u/a to Retail
2-88	---	Redding Woodcrest Investments	207.35	Goodwater & Rancho	Withdrawn
3-88	88-298	C. Eoff	4.30	1573 Victor Avenue	4 u/a to 6 u/a
4-88	88-298	BHS Investments	5.80	South of College View Drive; East of Hawley Road	To 9 u/a
5-88		Robert Jones	3500.00	Texas Springs Road	Pending
6-88	88-298	Tony Trusas	6.70	2050 Branstetter Road	3 u/a to 6 u/a
7-88	89-231	Charles Jewell	.25	455 Beagle Lane	6 u/a to Retail Commercial
8-88	89-231	Paul Edgren	75.00	Howard Drive	2 u/a to 3 u/a
9-88	88-366	Simpson College	38.00	South of College View Drive	2 u/a to 3 u/a to Public Institutional
10-88	88-449	Don Lynn	9.30	2425 Marlene Avenue	2.0 to 4.0 u/a
11-88		Stone Ridge Partners	2.00	3597 Eureka Way	Pending Res to Office
12-88	88-449	T. Miller	1.00	Center Street and Trinity Street	18 u/a to Retail
13-88		FHK Investments	31.60	East of Eastside Road South of S. Bonnyview Rd	Pending
14-88	89-231	Costco Wholesale	13.90	300 Dana Drive	9 & 12 u/a to Retail
1-89		Tony La Bella	235.00	Quartz Hill Road	Pending
2-89	---	Echo Moran	68.00	Hwy 273; Lost Road	Withdrawn
3-89	---	Knighten Construction	6.00	650 Hilltop Drive	Continued Indefinitely



GPA	RES. #	APPLICANT	APPROX. ACREAGE	LOCATION	WHAT WAS APPROVED
4-89	89-455	Moody	36.00	2837 Twin View Blvd	Greenway to 9.0 & 6.0 Res
5-89	89-322	Douglas Bradford	21.00	980 & 1050 Old Alturas	To office Res & Retail
6-89	---	City of Redding	5.50	2900 & 2901 Old Oregon Trl	Withdrawn
7-89	89-322	City of Redding	2.86	Island Drive at Creekside Drive	To Res 3.0 u/a
8-89	89-455	Dr. Nelson	2.44	Santa Rosa at Lake Blvd	Res 3.5 u/a to Retail
9-89		JCMC	103.80	East Bonnyview	Pending
10-89	---	Ken Pierce	.55	1589 & 1595 Canby	Denied
11-89	89-455	Kenneth F. Helm	.83	870 Hartnell Avenue	Office to Retail Commercial
12-89		City of Redding	Plan Area	Housing Element Update	Pending
13-89	90-161	David Huber	2.16	Churn Creek Rd	Service Commercial
14-89	90-161	Barbara Shirley	.72	3600 Placer	Office
15-89	90-161	Sunset Plaza Partnership	1.28	1397 Buenaventura Blvd	Retail & Office
16-89		J. F. Shea Co.	58.00	Pit Road	Pending
17-89	---	Creative Living	5.00	Browning Street	Withdrawn
18-89		A. L. Maxwell	1.90	1345 Dana Drive	Pending
19-89		North State Developers/City	1.40	755 Lake Boulevard	Pending
1-90		Ken Knighten	2.19	501 Twin View Blvd	Pending
2-90		Peggy Kesterson	2.85	1126 Old Alturas Road	Pending
3-90		Burk/Brewer	40.00	2199 Airstrip Road	Pending
4-90		James Gironda	34.00	Virginia Avenue/Oasis Road	Pending
5-90		General Growth of California	178.0	Oasis Road	Pending



GPA	RES. #	APPLICANT	APPROX. ACREAGE	LOCATION	WHAT WAS APPROVED
6-90		Park Marina Plan	500.00	Park Marina	Pending
7-90		Jim Maxwell	24.50	Lucky Lane	Pending
8-90		Paul Edgren	5.10	2745/2761 Louden Lane	Pending
9-90		Rob Middleton	73.00	Twin View Blvd/Churn Creek Road	Pending
10-90		Carmichael Development Co.	63.00	South of Highway 299E, East of Old Oregon Trail	Pending
11-90		City of Redding	Plan Area	Land Use Element Update	

